

VARIETY

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64 PAGES

BARN DANCES AS SHOW BIZ

N. Y.'S 2% SALES TAX DOESN'T AFFECT B.O.'S

New York City's sales tax of 2% which became effective Monday (10) collectable on many classes of merchandise sold at retail, does not apply to theatre tickets, nor any type of amusement. That was announced by Dr. Henry Moskowitz, executive head of the Theatre League, who secured an opinion from the city's corporation counsel.

Scrutiny of the ordinance, adopted to raise money for relief usage this winter, makes various classifications of merchandise on which the tax will be levied. There is no mention of tickets and those who drafted the ordinance stated there was no intention to levy on amusements.

Some confusion early this week on other purchase exemptions, tax applies on meals and drinks in places where there is music or entertainment. Not certain if tax goes onto drinks at bars.

Goody-Goody Club Wins Warden Lawes but Not Sing Sing Footballers

Carrie Lilly's Goody-Goody hour over WBNB, Bronx, cops of Warden Lewis E. Lawes, the Sing Sing mogul to top the list of honorary members. Program itself strives to cure elementary bad habits of the kids via radio.

Sach's Furniture company, sponsoring the juve program, is out to get as many imposing monickers as possible for the lead-off list. Also wanted to sign up the football squad at Sing-Sing, but the warden nixed. Deportment and behavior of kids is corrected by these air spankings. Mayor LaGuardia also being approached to join the Goody Goody's.

Charging Gridders as Couvert Charge Draws

Minneapolis, Dec. 10. Loop nitery ran large ads announcing the 'personal appearance' of Dutch Larson, the University of Minnesota football team's All-American end.

Later the Flame Room of the Hotel Radisson, another leading night club, promised a close-up of the whole Minnesota team.

Pawn Shop on Air
Burlington, Vt., Dec. 10. WCAX, Burlington, is airing a program sponsored by the town's only pawnshop.

Time devoted to describing odd articles which have not been redeemed.

The Menace

Hollywood, Dec. 10. Studio head, to pay off an old debt, put on a newcomer with indie duties. Told him to don overalls and attach himself to the studio cleaning dept. Having little to do, the newcomer wandered around and hung around so much that everybody became suspicious, figuring he was a stool-pigeon.

Production speeded up and the studio saved a lot of coin on a couple of pictures.

PARIS POLITISH IN AIR BURNUP

Paris, Dec. 10. Pierre-Etienne Flandin, who succeeded Gaston Doumergue as French premier, is following latter's footsteps in using the radio to appeal to the French public.

Doumergue was the first big French statesman to go on the air for public purposes, and strangely enough, this was one of the causes of his overthrow. It made the parliament wild to see that he could use the radio to go over its head to the people, and the deputies called this a 'dictatorial' method. His rivals in the Cabinet finally got him for using it, and prevented him from making a farewell radio speech after he resigned.

Doumergue used a fatherly attitude in his talks.

LOYALTY, S.R.O. FOR TEN YEARS

Many Mid-West Radio Stations Have Had Similar Success with Unique Entertainments

NOT IN EAST

By DAN GOLDBERG

Chicago, Dec. 10. More than 10 years of steady audiences, more than 300,000 studio visitors for 149 consecutive weeks of shows to S.R.O. business, the biggest mail-pulling strength in the history of advertising, the greatest box-office attraction in the smaller towns throughout the country, the most loyal audience ever assembled.

That's the record of the radio barn dance, now the top attraction on some dozen of the major stations in the land. It's a story without precedent in show business, in radio or in the advertising and commercial world. A mobility twangs a guitar and yodels into a microphone that 'he'll be coming round the mountain' and hundreds of avid listeners rush out to buy some sponsor's work shirt or fence post.

No other type of program has built such a loyal audience and no (Continued on page 55)

Business Boom in Radio Sets Sought in Name of Charity

Help Wanted

Hollywood, Dec. 10. Reported about town that Warner Bros. is looking for the mug who started that \$300,000 blaze at the Burbank studios.

WB will make him general manager of the Warner closed theatres.

SANTA CLAUS GETS IN DUTCH

Baltimore, Dec. 10. All four local stations have a Santa Claus on the air broadcasting kid programs for department stores. WCAO started announcing and advertising in newspapers that on its three-weekly half-hour shot for Burger-Elmhurst store that 'its Santa was the 'real' one. Pouch of mail flooded the Balto Better Business Bureau as result; letters stemming from both within and without trade.

Bureau told WCAO to discontinue, with station at first becoming (Continued on page 55)

Chicago, Dec. 10. Plans are now being drawn by the J. Walter Thompson agency here for the Radio Manufacturers' Association to move a great bulk of the old radio receiving sets off the market and permit an influx of newer models. Both the RMA and the dealers have found that the fancy gadgets, such as all-wave, police calls and other special items have meant little in speeding purchases of new radios. Therefore, they have decided upon an idea used locally by Ulmer Turner, radio editor of the Chicago Herald-Examiner. That is to appeal to the radio set owners to turn in their old sets for charity, the sets to be given to public institutions, emergency relief shelters, hospitals and other such places.

Thompson agency is now contacting Turner on the formulation of a general campaign. Editor has been working on this idea himself for several months as a local exploitation stunt for the Hearst paper.

Chi Experiment Will be done first as a Chicago test and if successful will be spread throughout the country. Advertising, as far as coin expenditures are concerned, will be limited to the newspapers, strangely enough, RMA will not spend the coin on this newspaper space, either, but propose getting the charity items across through tie-ins with regular dealer advertising.

Charity campaign will go on the local ether, with announcements, also, but to be given gratis to the RMA on the charity basis. Five stations have signified their willingness to contribute announcement time to the cause.

NAZI ANGLE AFFECTS CONCERT IN WINNIPEG

Winnipeg, Dec. 10. A 'whispering' campaign branding Sigrid Onegin, opera singer, as pro-Nazi, caused several dozen Winnipeg Jews to cancel their reservations for her local concert when her identity as a 'surprise' artist had been revealed by Fred Gee, manager of the Celebrity Concert series.

Gee agreed to refund admissions once the name of the artist became known. Box office attendants were successful in reasoning with a few of the anti-Nazis, but others demanded refunds.

Singer blamed the local feeling on an interview which appeared in a Toronto daily. The interviewer asked her if she hated Hitler: "Why, I don't hate anyone," she replied.

This was the only explanation she could offer for the local feeling against her.

S. O. FREE SHOWS CALLED OFF; THEATRES TO ASSUME SALARIES

Concerted action by the leading heads of show business resulted in the premature closing last night (Monday) in Springfield, Mass., of the Standard Oil Company of New Jersey's Guy Lombardo free road-show. Abandonment of its gratis performance, publicity plan, by the oil company, was effected through a compromise.

Under the terms of the agreement the combined major theatre circuits are obliged to take over and play the oil show, intact, for the balance of the original free route contract. Troupe was guaranteed 12 weeks by the oil firm, and as only a week of that has expired, it means the circuits will have the show on their hands until February.

First of the co-operative regular theatre dates for the show occurs in Schenectady, N. Y., today (Tuesday), where it plays the Proctor (RKO) for the one day, doing three shows. Bill on the show there and on the rest of the theatre bookings

will be the same as on the free performances, reading 'Guy Lombardo-Esso Marketers Revue'.

Esso Marketers is the organization title of the combined Standard Oil companies of New Jersey, Louisiana and Pennsylvania, and the Colonial Beacon company of New England.

Understanding is that beyond the title there will be no additional commercial mention in reference inside or around the theatres played.

Special Greetings

Chicago, Dec. 10.

P. K. Wrigley had a birthday party last week, so the Columbia and WBBM talent went over a leased telephone wire from the CBS studios to the Wrigley home for the presentation of a special show.

Program was tagged 'As Thousands Chew' and was a series of blackout bits.

Just what financial terms are involved in the free show truce have not been revealed.

Esso has contracted to pay the show at the rate of \$15,000 per week, of which \$10,000 was for the Lombardo band and \$5,000 for the rest of the company, which includes Gross and Dunn, Pat Barnes, Joan Abbott, Mayfair Trio and O'Flynn Quartet. Lombardo's regular stage salary in theatres is \$7,500, and the other acts on the show also rate (Continued on page 2)



*that blonde
bombshell
of
melody
and
rhythm!*

THE SEASON'S NEWEST
AND GREATEST BOX-
OFFICE SENSATION!

HUTTON

and her **MELODEARS**

STAGED AND PRODUCED BY IRVING MILLS AND ALEX HADE

*New York Cheered!
Chicago Raved!
Boston Went Wild!*

**BEAUTY!
SWING!
YOUTH!
CHARM!**

**MILLS
ARTISTS...**

IRVING MILLS' PRESENT
799 SEVENTH AVE.
NEW YORK CITY

AFFILIATES ORGANIZING

No Special MPPA Deals on Recording Fees for NBC Discs or World Library

NBC has given up the idea of trying to obtain a special licensing arrangement from music publishers for discs turned out by the web. Web last week dropped its negotiations with the Music Publishers' Protective Association after learning that if the dispensation it sought were possible the contract would not be binding for more than a year.

Instead of the customary mechanical recording fee of 25c per pop number per pressing, the network wanted the privilege of paying a flat licensing sum on each master and also clearing the mechanical rights of the transcriptions it manufactured for use in foreign countries. After several weeks of negotiations, NBC became cold on the proposition when it was informed by John C. Paine, chairman of the MPPA and licensing trustee, that the licensing authority he had extended only to the end of 1935.

Lump Idea

Special rates that NBC was seeking were to apply to its syndicated sustaining series. To date it has turned out six of these subjects, each composed of 12 programs. With the lump sum idea out, the web will make an accounting of the sustaining discs already disposed of and pay the publishers according to the regular license scale.

Another matter of syndicated sustaining discs that has approached the MPPA on the flat rate thing is the World Broadcasting System. Letter outfit explained that its library contracts with stations expired in February, 1935, and that before starting to work out new deals with clients it would like to know whether the MPPA would be amenable to granting a different licensing contract. Attitude expressed by the publishers' organization was that it saw no reason for adopting the lump sum method since the copyright owners collected an additional 25% from the sale of the library stencils to local sponsors.

No Need for Station, But if One Is Granted Stan Hubbard Wants It

St. Paul, Dec. 10.

KSTP's application for a 100-watt station license for Minneapolis is merely a "nuisance" request.

According to Stanley E. Hubbard, KSTP vice president and gen. mgr., radio service in the Twin Cities is adequate and there is no need for any new station.

There is no chance for a new station to edge into the St. Paul-Minneapolis scene, Hubbard declared, but if license application for one should be granted, we of KSTP would naturally want it to protect ourselves.

Hubbard pointed out that a different situation exists in Rochester (Minn.) where radio service, he avers, is sadly inadequate. Backed by the Rochester city council and Chamber of Commerce, a group has applied for a 100-watt station license for the Mayo Clinic town. If license is granted, plan is to backbone the radio with programs piped from KSTP.

John Gillin East

Omahs, Dec. 10.

John J. Gillin, Jr., manager of radio station WOW, is trying this week to attend board meeting of National Association of Broadcasters at the St. Regis in New York. Gillin will spend about a week in the metropolis on contacts and other business and will make connections in Cincinnati and Chicago.

Harry Burke will take over the reins locally in the boss' absence.

N.A.B. Pow-wow

Officers and board of directors of the National Association of Broadcasters started gathering yesterday (Monday) in New York for their quarterly pow-wow.

St. Regis hotel is the meeting place and the talkfest is slated to last two days, starting today (Tuesday).

NBC'S UNIFORM CONTRACT MAY TAKE WEEKS

NBC's proposed new contract with affiliated outlets has passed through the hands of the station's relations department and the general committee which had been working on it, and is now receiving the scrutiny of the network's legal department. How long it will be before the station compensation agreement will be launched members of the committee could not estimate. One avers that it might take weeks.

Heads of several stations associated with NBC called at the relations department last week to get a line on some of the clauses.

Gillette Auditions

Rockwell O'Keefe offices auditions for Gillette Blades this week a program consisting of Ruth Etting, Morton Downey, Bowtell Sisters, Mills Bros., Bob Crosby and Victor Young orchestra. Combination as it stands figures to cost \$3,000. Downey and Ruth Etting will split the bill. It has also been proposed that the series be so arranged as to have the latter two warblers work on alternate programs.

If the program proves acceptable to the razor outfit it will be given a weekly hour on NBC.

Downey on Salts

Morton Downey goes on the Carlsbad "sprudel" Salts program starting Dec. 16. Program undergoes complete revision of talent except for Rod Arkell, who holds over to KSTP with Downey. Harrison Knox, Ruth Everett, Lou Katzman and the production man, Harry Wallis, are dropped.

Carlsbad will in future have a half hour, Sundays and 15 mins. Tuesday over the NBC blue web.

Downey is reported getting \$4,000 a week for the two shows. He pays the other talent, Guy Bates Post and Ray Senais, out of this.

Roland Bradley's Job

Roland Bradley has been appointed program and production director at WINS, New York. He replaces Chester Thomas, who was transferred to WCAE, Pittsburgh. Florence Engel, contralto, is new staff artist. She is a Paul Whitehead audition winner.

Campbell Soup Restless

Campbell Soup is flirting with the idea of dropping the "Hollywood Hotel" stanza in January and replacing it with an entirely new show.

Program has changed writers three times since its October debut.

STATIONS FAVOR GROUP ACTION

Undercover Efforts to Line Up Members of Both Major Networks to Deal with Web Through Committees and Not Individually

VERY Q.T.

Movement to organize the stations affiliated with NBC and Columbia into an association for network bartering purposes has during the past two weeks taken on momentum. Prime movers of the project are anxious to corral a substantial membership before NBC puts the finishing touches to its new station contract and starts submitting it for signatures to associated outlets.

Stations lining up with the protective association are pledged to refrain from bargaining individually with the networks and to leave the distilling of demands for a more equitable uniform contract to the committee chosen for that purpose from the association's membership. To avoid any "upset" consequences the membership approaches are being made with utmost caution.

Idea of combining network affiliated stations into an organization of their own originally popped up at the Cincinnati convention of the National Association of Broadcasters last September. There was lots of lobby and privet-room discussion of the proposition but nothing material eventuated. Proposed alliance received a more thorough going over during a get-together of the Edward Petry stations in Chicago several weeks later.

GETS ELECTRIC CHAIR

\$18 Murder Condemns 21-Year-Old Radio Musician to Death

Zanesville, O., Dec. 10.

Ignoring plea of an attractive radio entertainer to spare his life, a jury in common pleas court condemned Russell Swiger, 21, radio orchestra leader and musician, to die on Ohio's electric chair. It was the second trial of the youth, who confessed he killed Harold Fleming, 18, in a filling station holdup that netted \$15. A previous jury disagreed.

Grace Mitchell of Pittsburgh, radio entertainer, testified for Swiger.

Kansas City Star's WDAF Policy

Special Rate Encourages Equality of Contrast Between Newspaper, Radio

Kansas City, Dec. 10.

Newspaper owned and operated stations in the midwest are reported following the example of the Kansas City Star, tying in newspaper with transmitter in order to spread advertisers over both media. Newspaper owners generally are not too keen about building up the transmitter to such an extent that it overshadows the paper, and strive to keep an even balance. In most spots tie-in is to give advertisers a tie-in to the charges if using equal space in both air and print.

Leading the field in this regard is the WDAF station in Kansas City, which is owned and operated by the Kansas City Star. Offer being made to advertisers gives sponsors a 25% reduction on the radio rate if they spend an equal amount each month for display in the paper.

Levy's Fete Society, Business Guests, Hand Newspapermen Last-Minute Party Call-Off After KYW Opening

EDITORIAL BUILD-UP

NBC Uses Sustaining Series as Sales Point

NBC's sales department has gone after business from the building materials industries in a strenuous way. Broadcasts are being addressed to firms allied with home construction, pointing out what the network has done by way of sustaining broadcasts to stir up interest in the Washington administration's housing movement and arguing that the time is now ripe for the firm to cash in on the movement by advertising over the air.

It's the first time that NBC has followed up a series of programs calculated to come under the heading of "public interest, convenience and necessity" with a drive for business. Network refers to the campaign as comparable to the newspaper and magazine device of making advertising capital after an editorial buildup.

CBS SPECIAL DIVIDEND OF \$1 SHARE

Directors of the Columbia Broadcasting System last week declared a quarterly dividend of 50c a share plus a special cash dividend of \$1 a share on each of the 39,200 shares of 'A' stock and 253,000 shares of 'B' stock. Both dividends are payable Dec. 27 to stockholders of record Dec. 15.

Two weeks before the CBS directors passed a 50% stock dividend payable under the same conditions. Stock last week was selling at \$34.75 a share.

Socialite Broadcasters

WMCA, New York, continues to raid Park avenue for its new air voices. William John Warburton, member of the stock exchange, is on Baron Wrangle's "Champagne Cocktails" on Sunday (9).

Also Kay Leslie, actress, in private life Mrs. Julian St. Charles Chiquet, is heard over same station.

Philadelphia, Dec. 10.

KYW went on the air last Monday (3) as a Philadelphia station. At the last moment newspapermen were informed that a party arranged by Leon and L. D. Levy following the ceremonies had been called off. This might have been even Stephen with the press had it not become known that while the press were being handed their hats and told "what's your hurry," a group of about 20 prominent broadcast executives were privately informed that the party was still on but with the newspaper mugs left out.

Resultant steam-up of the press bunch is easily understood. Fourth estate weren't so anxious to mingle with the Levy's guests but resented the office boy treatment especially after suffering through the official ceremonies which were estimated to be pretty dull.

Overdone

The program itself, dedicating the new outfit to the local cause following the usual dedicatory formula from Chicago, was an hour long hullabaloo without even time off for a ham sandwich. Show was titled the "KYW Cavalcade," presumably to display the program line which the station would feature, and was arranged by NBC in conjunction with the local studio. Starting at 8 p.m. from Philly, the program cut to NBC local unit alternately conducted by Sylvan Levin (who dubbed for Stokowski on the former Chesterfield series) and Harry Reiser, sent over from New York, the program cut to NBC headquarters for snatches of the night's commercials between offerings from the KYW menage. Included also in the cut-ins were bits from Corral Gibbons dance unit in London, a west coast salute and another radio squib from Chicago.

The Cavalcade was fraught with ineptitudes, including a constant felicitations to the Levys, bigwigs of the Columbia Broadcasting System, by NBC officials. Messages from Richard Pearson and David Sarnoff, who are NBC's CBS owners more precise than NBC's own execs rate. While, at the same time, a bigger laugh was that this "Cavalcade" merely introduced a line-up of programs and talent to which Philly audience had been listening for years through the combined facilities of stations WJLT and WEEI, former shows of NBC red shows.

It is understood that KYW must carry 85% of WFAF originations, and that the outfit will not be a key outlet for the network. In such a case, KYW can do no further service for the local area than has been accomplished previously.

Seattle, Tacoma, Spokane Chafe at Alleged Delays Of Press-Radio Flashes

Seattle, Dec. 10.

Shoppers of Press-Radio Bureau to get out important dispatches is giving plenty of palpitation to subscribing stations of Seattle, Tacoma and Spokane.

Failure of exiator Uim's attempted Pacific flight last week was in Seattle newspaper headlines almost an hour before Press-Radio Bureau dispatch on the event was sent from Los Angeles for broadcast. In such a case, KYW can do no further service for the local area than has been accomplished previously.

Spokane and Tacoma stations run up against same thing.

Will Rogers Back

Will Rogers resumes for Gulf Oil Dec. 23, doing six consecutive broadcasts this time. Stoenagle and Budd are due back in this Sunday night spot after the six weeks layoff.

Local Industrialist

Gets WKRC's Top Job

Cincinnati, Dec. 10.

CBS home office has appointed Timothy S. Goodman, local industrialist and clubman and a newcomer to radio, general manager of WKRC, the web's 1,000-watt Cinco outlet. Goodman is a former exec of two paper goods firms and at present is a v. p. of the Weir Kibby Corp., manufacturer of railroads frogs and switches.

He supplants E. S. Mittendorf, who resigned to enter retirement in California. Mittendorf held a chunk of stock in the station prior to its sale to CBS.

CODE REVISION SHELVED

Philadelphia Also-Rans Snap Out of Long Doze to Meet WCAU-KYW Odds

Philadelphia, Dec. 10. With all plans afoot Philly radio stations either completed or well under way, the town bids fair to climb into a well established berth for national recognition.

The entrance of KYW here last week began a series of house-clearing efforts embracing almost every studio here. The new WIP outfit will be snugly ensconced in ultra quarters by next month, the WLIT-WFI merger has already gone into effect insofar as the financial basis is concerned, and the Radio Center group of WFRN and WDAZ is expected to commence reorganization before the year is up.

At present more than 10 CBS network shows are being piped by WCAU weekly. Station matrices all originate from the Columbia Dixie web and also produces several variety shows regularly in line with the net's policy of building daytime aircasts. Although KYW will not act in key station capacity for the NBC-WFAP chain the studio is preparing to utilize WCAU studios when the occasion demands. Similarly, WIP, now associated with ABS, is lining up more than a dozen weekly shows for network consumption. Topping this wholesale array of outlets are the studios of the Radio Center duo, WFIAT, WTEL and WIGB, are girding for the most efficient service yet.

KYW Scores 'Em
Credit for the local hype is given to KYW's timely entrance here. Town has been notoriously sluggish in other activities for many years, with incompetency and inefficiency the major deterrents, and the wake-up undoubtedly is attributed to the fact that the monopolistic combine of KYW-WCAU by the Leveys will establish decided cut-throat competition. Two big-power outlets controlled by the group with the next power on the local list being a 500-watt may become a bigger bite than the little fellows here can chew.

Philadelphia has been pretty steady to date on showmanship. Town's aircrests cannot boast of having established really big local favorites of any sort. In the meantime, radio centers are usual to find at least a handful of talent which can mean something at the local theatre box office. Whereas Philly's individual contributions to the force might sound a mournful dirge.

It is likely that concentrated attempts will be instituted by the combined Levy artist bureaus to inject more build-up in the daily broadcast schedule, as a test for branch out into theatre bookings. In line with this the bureau is not adding any talent for commercial shows unless contracted.

HELEN HAYES' 10 MINS. ON HINDS HALF HOUR

Helen Hayes is set for five weeks on new Hinds Honey and Almond Cream show starting first week in January. Stage and screen star to have a 10-minute spot in the half-hour session for dramatic sketches. Supplementing will be music by Don Voorhees and his orch and vocal choros by Greta Keller. Venues songstress. On Sundays from 8 to 8:30 over WABC.
When the Eddie Cantor show follows in February on its 26 week run, comedian will be on from 8 to 8:30. Second portion of hour show here features Greta Keller, with Greta Keller and Donald Stewart. Voorhees orch continues for same duties. A Cinderella tang to this musical serial.
With this new program lined up Hinds switches from Lennen and Mitchell to Blackman agency. Effective January, Keller-Stewart team placed through Ben Roche productions.

Bacher's New Berth

W. A. Bacher yesterday (Monday) joined the program producing staff of the Lennen & Mitchell agency. Bacher's recent connections has been the Benton & Bowles and the Blackman agencies. In the latter post he stayed three days.

CBS EYES WTIC AS N. E. ALLY

CBS would if it could work out a deal with the Travelers Insurance Co. making the latter's \$5,000-watt Hartford release for the network. Approach to that end has been made a Travelers exec, despite the fact that Sam Pickard, CBS v.p. in charge of stations relations, has an ownership interest in WDRG, Columbia's present Hartford outlet. With WTIC operating on an unlimited time basis, Columbia figures that an affiliation with the Travelers' monthlies would go a long way toward solving its Connecticut, and lower Massachusetts problem in the event of a break with John Shepard, 3d, and the Yankee network. Before the CBS angle came up, WTIC had been giving thought to switching its NBC connection from the red (WFAP) to the blue (WVIZ) link, which realignment would serve to solve NBC's coverage problem in the lower New England area—and at the same time make WTIC deserving of an appreciable boost in compensation from the network.

CHESTERFIELD DROPS 3 OPERA SINGERS

Chesterfield is dropping its roster of Rosa Ponselle, Nino Martinelli and Greta Staueckrodt at the end of the current 13-week lap. Program that will replace the operatic setup has not settled upon.

Since the return of the series this season the tendency has been to routine the repertories more and more along popular lines.

Borden's Claim Step-Child Treatment

CBS Loses Account When Favoring 95-Station Ford Show—Borden to NBC

New WCAU-KYW Staff

Philadelphia, Dec. 10. The announcing staff of WCAU, pursuant to the opening of KYW, hands itself flooded with new faces. Hugh Walton, only remaining splinter of the old guard, becomes chief announcer, heading a new group. Initiates are George Hogan of WBBM, Gene Morgan from ABS-WMCA, and Charlie Stark, former station manager of WUEU. Fred Lang was a recent acquisition out of WNAC, Boston.

Of the former group, Morris West is upped to the program desk, James Begley moves to KYW in production-announcing, and Alan Scott leaves the staff to become an artist in the guise of commercial artist and radio commentator. Latter signed contract with Spellenburg's department store as a result of the tremendous mail vote on the recent contest between Father Coughlin and the N. Y. Philharmonic which was begun on Scott's sustaining air-cast three weeks ago.

10% HOUR CUT FOR TECHS OFF

Understood IBEW Agreed to Lay Off for Time Being Labor Advisory Board Only Branch Holding Out

FARNSWORTH'S IDEA

Washington, Dec. 10. Long pending revision of the broadcasting code, involving a 10% cut in hours of studio technicians, is virtually dead at present, as far as the Federal Government and the industry is concerned.

Technically in a state of suspended animation, the proposed overhauling, on which a bitter hearing was held last June, probably will remain in an NRA pigeonhole for months to come and may never see the light of day again, unless and until Congress enact a 30-hour-week law for all industries.

While none of the parties involved would discuss the question for quotation, it was learned that the International Brotherhood of Electrical Workers has passed the word along to withdraw pressure for an early showdown and that labor and employers have reached a virtual truce which looks good for many months.

The Labor Advisory Board of the NRA indignantly denied that the hour-cut proposition has been abandoned. But Deputy Administrator William P. Farnsworth showed no disposition to attempt a conference or to try to effect a compromise which will put an end to the prolonged deadlock. Likewise broadcasters are disposed to observe the status quo.

Real explanation, it was learned authoritatively, is that the IBEW has encountered hard sledding in its unionization campaign and does not intend to press the question of slashing hours until its strength has been increased, particularly in the metropolitan New York area. Union strategists are represented as feeling that to turn on the heat and win a 30-hour week on behalf of studio engineers who have refused to join the brotherhood would be an unwise move.

While Farnsworth declined to discuss the question of immediate action, it was indicated in government circles that the IBEW is not a union.

(Continued on page 42)

Small Town Broadcasters Organize, Hope to Have Chicago Sales Office; Lloyd Thomas Elected President

Rockford, Ill., Dec. 10. Corn Belt Broadcasters association, embracing the states of Illinois, Indiana, Wisconsin, Iowa, Nebraska, Minnesota, Missouri and Ohio, was organized here at a meeting of representative station owners and managers at Hotel Faust. Organization will serve to protect and further interests of the broadcasters in the Corn Belt area.

Lloyd C. Thomas, general manager and owner of WROK, Rockford, was named the first president of the organization. Sumner D. Quarston, station manager of KWCR, Cedar Rapids, Ia., is vice-president.

Kaney, Prexy, Atliss V.P. Of Chi Broadcasters' Assn. As Hogan, KYW, Resigns

Chicago, Dec. 10. Special meeting of the Chicago Broadcasters association was held last week and at which Homer Hogan, former chief of KYW, tendered his resignation as president and member of the organization following the removal of the station from Chicago to Philly.

Sen Kaney of NBC, formerly vice-prexy, moved up to the presidency while Ralph Atliss of WJLB, Rock Island, Ill., and WIND became vice-president. WCFB applied for membership into the organization. WGN, the Chicago Tribune station, remains the only Chi station now not a member of the association.

and Edgar D. Bill, executive of WMBD, Peoria, Ill., is secretary-treasurer. An executive board consisting of the officers and one member from each state was named. Leslie Pfefferly, WCB, Springfield, Ill., Sidney Bliss, WCLO, Janesville, Wis.; Roy R. Baker, WTRC, Elkhart, Ind., and Iowa to probably be Reginald B. Martin, WKBB, East Dubuque, Ill., but with studios at Dubuque, Ia.

More than 50 station representatives were in attendance, the meeting having been called by Lloyd C. Thomas. Idea is for the smaller stations to have blanket representation with an office in Chicago, as soon as the organization has made a study of territory and station status in the area.

Executive committee is to meet once a month at some designated studio, with the annual meeting of the organization to be held in May. Exchange of ideas, better representation in the National Association of Broadcasters, and protection of rights and interests against the larger stations and the status are the purposes.

Stations affiliated in the Corn Belt Broadcasters' association include WKBB, East Dubuque, Ill., KWCR, Cedar Rapids, Ia., KWCR, Cedar Rapids, Ia., WROK, Rockford, Ill., WJBC, Bloomington, Ill., WHFC, Cicero, Ill., WCB, Springfield, Ill., WTAD, Quincy, Ill., WMBD, Peoria, Ill., WJEP, Rock Island, Ill., WHBU, Anderson, Ind., WTRC, Elkhart, Ind., WLBC, Muncie, Ind., and WCLO, Janesville, Wis. Other stations have signified intent to join but were unable to attend the organization session.

A SUMMARY AND DIGEST OF THE YEAR IN BROADCASTING

Appears During the Holidays

IN THE

29th Anniversary Number of

VARIETY

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WAX DICS 'EM, WEBS GET 'EM

Inside Stuff—Radio

Supervision of Lenn & Fink's 'Hall of Fame' program switches to the Blackman agency with the Jan. 6 broadcast. Latter event will mark the debut of both the frame and Helen Hayes on Columbia's Sunday night schedule. Lenn & Mitchell, which did the signing of the actress, will retain the direction of the 'Hall' when the program's piling changes from Hilda Honey to Almond Cream Lysol. Blackman was recently assigned the entire Hilda end of the L & F business.

Shift of Miss Hayes to Blackman recalls the wordy tangle that developed several weeks ago when William Paley, CBS prez, and the Blackman agency, prevailed upon E. N. Plaut, head of Lenn & Fink, to listen to the addition of an original musical comedy by Lorenz Rodgers and Richard Hart. Mrs. Plaut among others took a liking to the Rodgers and Hart affair, with the result that the L & F president grew cold at the Helen Hayes booking. When the situation was taken up with Lenn & Mitchell that agency took the attitude that there would be no backing out from the Helen Hayes contract as far as it (L & F) was concerned. Lenn & Mitchell avowed that it had put the actress under contract for the 'Hall of Fame' and that Lenn & Fink would either back up the obligation or take the entire account, which includes Pebeo elsewhere. Although signed for 13 weeks the contract guarantees Miss Hayes six weeks, with the salary for the latter period totaling \$15,000.

Eddie Cantor is slated to start for Pebeo the first Sunday in February.

Novice radio hours which have always thrived in the hinterland have just struck Manhattan. The trout program now rates so much attention and preparation as the seasoned comedians. While stations have been cordial to amateurs signing up at the desk, it took Maj. Bowes WEN break-in and WMCA's Harlan spree to get listeners really debut conscious. WEN sticks to white talent, while WMCA treks up to Lenox avenue for its budding stars.

Maj. Bowes' hour has resulted in cops, clothing salesmen, stenos and housewives discarding their chores and taking a fling at the microphone. The final counting of telephone calls right after the broadcast decided who wins out. Six operators are retained on the switchboard every Tuesday night when these free-for-all come a. It is usual for the calls to total up several thousand a night.

Next broadcast of the trick Spatari radio code over WENX, New York, is set for December 17. Station has been trying with this since last summer. Airing to come on between 4 and 5 a. m. and will be picked up by Canadian DX relay.

Purpose is to demonstrate ease with which announcements can be carried in the code jargon. There will be music as the main diet, to be prefaced by English description of the code application. The regular three-minute trade blurs in English can be translated into this signal system of 30 seconds' duration. Those writing it on program will receive copy of the code introduction which explains its rudimentary features.

Leon Goldstein, publicity chief in charge of the preliminary build-up, and is being assisted by Carlo Spatari, creator of the code, and Dr. Herbert Wilson, engineer.

Appropriation made by Hudson Motor Car Co. for the Kate Smith series includes a hefty share for spot broadcasting. Advent of the warbler in each of the towns where she's slated to do her auditions of local talent will be ballyhooed by a group of broadcasts over the local CBS affiliate.

In drawing up Miss Smith's contract, Columbia overlooked the matter of mentioning that the network program, which starts Dec. 24 and involves a hookup of 74 stations, would have to be rebroadcast at 11:30 Monday evenings, with the result that the singer's manager, Ted Collins, last week put in a request for an added \$10,000. He averred that \$3,000 of this money would be required to cover the musician's salary for the rebroadcast during the run of the contract, and that he figured that Miss Smith should receive \$1,000 for each of the extra shows.

WEVD, New York, opening its third year of the university of the air, to make platters of all lectures this semester for other stations. Service to be offered gratis to any outlet making application. Calibre of speakers for the various courses in high, and all are sustaining on the station.

Among those slated to go into the air this week include Hendrick William van Loon, Fannie Hurst, Heywood Brown and Prof. John Dewey. A 90-minute broadcast was carried on the occasion of the official opening last Saturday (8) from Town Hall. Nazimova, Sigismund Spaeth and Michael Strange assisted on this part of the program.

WBXN, Bronx station in New York, hopes to get its tussle with the Earl Home News straightened out by the first of the year. At present the daily comes through with news space but holds out on program listings.

Stunts and other press releases take attention on the city desk, but schedules are dished into the waste basket. Most papers hold out altogether on small station squibs, which makes this situation all the more peculiar.

Recent front-page story in Vaumont about Macy's booking bureau gave Mannie Greenwald, p. a. for Jack Pettit, band leader, an idea, and he's tied up a similar arrangement between his boss and Gimbel's, Pittsburgh.

It's all gravy for Pettit, with Gimbel's taking out extra newspaper space to announce the service for their customers, permitting them to hire anything from a hooper to a unit and charge it to their store accounts. All Pettit has to do in return is play a half-hour session on Gimbel's balcony once monthly.

WTMJ, Milwaukee, used the same publicity stunt as WCAU, Philadelphia, and got 12,000 letters in one week answering the broadcast inquiry of whether WTMJ shall pick up Father Coughlin Sundays following removal of KXW, from Chicago.

Not one of the letters, according to WTMJ was negative.

'March of Time', which is a CBS program, is soon to appear as a motion picture. First Division Pictures is releasing the series.

Editorial staffs of Time and Fortune will do their stuff. Typical syndicated Time reporting will be carried into new medium.

To broadcast a concert by the King's Grenadier Guards Band, 36,000 miles of telephone hookups were used in Australia by chain of B-28 stations.

DISCS AS AIR BUSH LEAGUE

Advertisers Try Air First on Wax—Later Graduate to Networks

EXAMPLES

Chicago, Dec. 10: Despite the resentment on the part of networks against the spot business generally and the special station rep in particular, it appears that the networks are obligated to the special rep and the spot business for considerable chain business. Many network accounts have started as spot accounts.

So much so that the spot field is being now regarded in the radio trade as the bush leagues of the business, developing business for the network big time.

Some of these spot accounts that have spread to chains have done so in remarkably short time and are used by the special rep outfits as Exhibit A in selling new business for radio. They point, for instance, to the Boyer Chemical company and its 'Beauty Boy' show which jumped from a single spot show to a full NBC network in the short space of 24 weeks. Boyer started on WFAA in Dallas, and at the end of the first 13 weeks spread to the Texas quality group and at the end of the second 13 weeks went to NBC.

Plough's Hop Plough's Asperin and Faneiro was a very insignificant account down in Memphis, passed over by network salesmen as entirely unlikely for chain sponsorship. Yet in less than a year Plough hopped from a couple of midwest spots to a prime NBC show with Guy Lombardo orchestra. Plough broke all merchandising rules by taking outlets in towns in which it had no distribution. But after a few weeks on the air started distributing into these cities and found itself arriving with a ready-made list of customers.

The dog food field two outstanding examples of spot business handling the bush league accounts for the networks are the Morrell 'Red Heart' dog food and the Royal dog food. Bob Morrell shot for Morrell's new NBC after having spent last season on WGN here and several other towns through radio discs. Royal is still spotting its 'Whistling and Tinkling' show but is at present clearing time on Columbia for a February start.

Quinine Story Grove's Bromo Quinine started spot last year in St. Louis and Chicago but is now on CBS with Art Kassel orchestra and Pat Kennedy. Finex was a spot account last year, now on CBS with Little Jack Lyle. Educator blurted was spotting 'Dick Steele, Boy Reporter' for several months before shifting the show to a regular NBC notch. Grunow radio and refrigerator started spot for a short time before taking to the networks.

These are pointed out by stations and special reps as merely prime examples of the spot accounts which have grown to network proportions. Radio does men feel the same way about their accounts; that they are building them up so that they can quit radio discs for network.

Vince Until April

Vince mouthwash will continue to alternate John McCormack and John Charles Thomas in its Wednesday evening spot on NBC to the end of April.

Later when the Charles E. Warner Co. called it a run for this brand in March.

John T. Clancy, of WTIC, Hartford, in New York last week to market WTMJ about the station's new contract.

Vermont Stations' Program Struggles; Acts Hardboiled on Coin, Hired Away When Good; Phonograph Increase

Please Disconnect

Cincinnati, Dec. 10: Records at WCKY contain letter from a woman in Covington, Ky., reading: 'Please disconnect your radio station from my home, as the radio is not installed here any more.'

HEARST GETS WBAL FULL TIME

Washington, Dec. 10: William Randolph Hearst is slated to have full operating time for WBAL, Baltimore outlet, which he took over last week from the Consolidated Gas, Electric Light and Power Co. of that city. Thing will be affected by moving WTIC Hartford, the 1,000 k.c. channel which the latter now shares with WBAL, to 1,440 k.c.

New arrangements will have the Travelers' Insurance Co. mouthpiece sharing the 1,040 broadcast band with KRLD, Dallas, and also allow the Hartford station a longer operating schedule.

Baltimore, Dec. 10: Operating acquisition of WBAL by Hearst interests, which purchased station month back from local utilities company, Gas & Electric, Inc., has been deferred till after the Christmas holidays and may be first of year before actually transpires. Hearst was to have taken possession before Dec. 20. Delay is to give present operators chance to clear up the Christmas business and probably the fiscal year as well. Auditors were leaving through ledgers for four days last week at the station.

Boston, Dec. 10: Fote Bros., owners and operators of WYMX, newest of the Boston outlets, have been approached by the W. R. Hearst organization with a proposition to buy. Thing didn't get to the coin-quoting period because the brothers averred that they were more interested in holding on.

AYER AGENCY AFTER PHILCO

Philadelphia, Dec. 10: An open attempt to woo the Philco radio account by M. W. Ayer away from their present agency connection with Hutchins in Rochester was seen last Thursday (8) night in conjunction with the Fred Waring broadcast from Philly. Show was a closed affair staged in the banquet hall of the Bellevue hotel for dealers and press, with Boske Carter doing his nightly news talk for Philco from his table in the same audience.

Carter plug for Ford was tied in with comments about greater industrial activities by various manufacturers, naming the motor firm as leading the pack for business upping. Philco account has been with Hutchins for little over a year, previously being handled by F. Wallis Armstrong in Philco's former period.

Burlington, Vt. Dec. 10: Failure of sponsors to show interest in local talent and absence of salesmanship on the part of would-be radio artists is blamed by a local station exec for the absence of localities on Vermont stations. A recent survey showed that the percentage of records being used has increased steadily in the past year.

Archie have a totally different argument, namely, that they are tired of appearing on call from the stations and being told that the publicity alone is worth the effort. Several have refused to face a mile unless paid.

WDEV (Waterbury) uses the largest amount of talent. Station maintains a policy of giving beginners a chance to show their ability. WCAX (Burlington) has developed several local favorites, only to lose them to higher power stations by its city spots. Don Glenn, formerly rated by the station as top vocalist, is now appearing with Felix Fernandez. Ilene Robins has switched to WGY, and the announced jump to Bay State positions as soon as they are okayed by Vermont fans.

Looking WQDM (St. Albans) recently changed hands, and the new owners are scouting for talent, but having to depend mainly on records at present. New equipment is being added and the station is going after accounts in northern New York state, including jumps to Bay State positions as soon as they are okayed by Vermont fans.

WSTB (Rutland) and WBXN (Springfield), covering the southern section of the state, have had complete with Massachusetts and New York stations, and it seems to be hard picking. They also report that their featured singers are stolen as soon as they take a turn on the air. Interest in municipal affairs and allots plenty of time to discussions of city problems by officials.

Suburban Press Chilly To WFAS, White Plains, But List Web Programs

Westchester County Publishers, including dailies and weeklies, district, continues to cold shoulder WFAS, White Plains by putting the damper on any program listings or news squibs. This goes even when some major event is up for broadcasting.

J. Noel Macy is head of a chain which runs the Yonkersville Herald-Tribune, the Westchester Daily News, Mt. Vernon Argus, New Rochelle Standard-Times; Mamaroneck Times; Ossining Citizen-Sentinel and White Plains Daily Reporter. When station takes out paid space in the latter home sheet, a two-inch program squib is permitted to slip by in new columns with the 100 paid inches. Weeklies a bit more lenient.

Listings from the major networks are carried for the suburbanites, but the old cry of space competition is raised when it comes to WFAS. No let-down takes out paid space in the latter home sheet, a two-inch program squib is permitted to slip by in new columns with the 100 paid inches. Weeklies a bit more lenient.

Outdoor Girl on CBS Outdoor Girl cosmetics goes Columbia Jan. 6 with a Saturday night half hour over a hookup which includes New York, Chicago, Boston, Detroit, Pittsburgh, Albany, Cleveland, Baltimore, Syracuse, Toronto and Montreal.

Cast will consist of Gladys Baxter and Victor Arden's orchestra and Kay Carroll doing the beauty expert's spiel. United Advertising agency is piloting the program.

New York Stations Compete for Legit Stars, but Strictly on Cuff

New York stations are anxious to get legitimate stage stars on the air. More anxious to get them than the theatre people are to be had. For the radio station, anxiety for stage luminaries isn't intense enough to be expressed in coin. So with the stars it is just a donation for the manager's benefit. And the stars are a bit lukewarm.

However, most of the stations have contacts whose jobs it is to dig up stage personalities. A recent check-up of Broadway shows reveals that 12 stars and 36 featured players are now doing their stuff in the Times Square sector. This is the largest "cuff" on Broadway in several years. Just as soon as a new play opens with a star or some featured personality, the radio hops after them for an early interview.

Many such as Walter Huston, Bert Lytell, Tallulah Bankhead, Lillian and Dorothy Gish are former Hollywoodites.

WINS has its Theatre of the Air which Michael Young presides over three weeks. Young has corralled Evely LeGallienne and Tallulah Bankhead for his pet hour. Herman Shumlin and Lillian Hellman of "The Children's Hour" among the latest to be ennobled for a date.

WMCA has Charlotte Buchwald performing a stellar duty on her weekly air hour. William Landell at NBC in chief interviewer for that network when celebrities crop up, but he does not confine his questions to stage stars. John B. Kennedy recently had Fanny Brice, Ziegfeld and C. B. Cochran with excerpts from "Conversation Piece."

Dudley Commercial

Bide Dudley at WOR does the job for the Mutual Group on a commercial basis. He brings guest stars down for the Golden Dawn hour and also for the Theatre Club of the Air. WBVD, WOV and WBNX, Bronx, go after the foreign star to reach their particular listening public.

Broadwayites figuring in the air during the past few weeks include: Violet Heming, Frances Starr, Eve Casanova, Irene Browne, Francine Larrimore, J. C. Nugent, Glenn Hunter, Earl Larimore, Mr. and Mrs. Charles Coburn, Bert Lahr, Cora Witherspoon, Eddie Dowling, and Charles Winninger.

PHILLY MERGER?

WCAU, WYV, Despite Theoretical Opposition, One Corporation

Philadelphia, Dec. 10. With WCAU of the CBS web, and KYW, an NBC outlet, under one roof operated by the same management, the two companies will be combined to operate the brace of stations under a single management unit.

Leon and L. D. Levy will incorporate under the title of the Philadelphia Broadcasting Company. This move, it is rumored, is to block any legal complaints from the monopoly angle.

It's the WOV Building

WOV, New York, rents one floor of a nine-floor building starting Jan. 1. English and Italian programs alternate.

Editorial remains in the WOV building.

WSYR's 2 New Groups

Syracuse, Dec. 10. WSYR has added two new musical turns sustaining Herman and Elfr German band, and Harold Miller and Jim Jug Band. Former is spot Monday nights, latter Wednesday nights.

Strenuous efforts being made to keep Herman's identity under cover, even to the use of a screen in the studio when the act is on the air. Herman, however, is said to be Ken Spurgeon, leader of the R-K-O Paramount's pit band.

Ray Lewis, former sales manager of KQCC, San Francisco, has joined the sales staff of KJLN and KQW, San Jose.

Agencies-Sponsors

Gardner-Greist agency, Chicago, not better than Webster, Durstine and Osborne handles the American Rolling Mill account including the radio program.

Packard is making it a second 13 weeks for Lawrence Tibbett on the Tuesday night session over NBC.

J. Walter Thompson last week renewed the Max, Royal Gelatin (Mary Pickford) and Swift (Sigmar Rombert) shows on NBC and the White Owl (Burns and Allen) program on CBS. Renewals of the Chase & Sanborn coffee spot and Fleischmann two-piece, Rudy Vallee Varieties and Joe Penner are due to come through this week.

General Electric still cogitating over Jack Pearl

Ex Lax has extended the run of its entire cast, Fred and Sully, Lulu Gluckin and Grete Niesen. Gluckin reconsidered his decision to quit after the commercial agreed to make his contract non-exclusive.

Ruthrauff and Ryan, Inc., of New York have been appointed to handle the advertising of R. M. Graves Corp. of Portland, Ore. Radio will go used along with newspapers.

S. P. Hartner, vice-president of Pet Milk Company of Salt Lake City, recently visited San Francisco to confer with Stanley G. Swanberg of Botolph, Constantine and Gardner Advertising Agency who is in charge of production for the rock company's new series of the Rocky Mountain district.

Bill Norvell, formerly commercial manager of KQW, has incorporated Norvell Advertising Agency, Portland, Ore. His largest account is the Star Brewery Company, using 14 Pacific northwest stations by means of LAX.

Marion R. Gray Company, shirt manufacturers of Los Angeles, planning radio campaign for the Pacific Coast, to boost a new Gray-co shirt.

McGregor and Bolin has produced wax series for the Montana Power Company.

Gray Crystals, has bought KPO's, San Francisco, Carefree Carnival, coast-to-coast for one year, starting Dec. 15. Program slated to half-hour but will continue same variety idea.

Account was placed through the Bowman & Crane agency.

Lennen & Mitchell agency, New York, has expanded edit radio department to occupy most of one floor.

Sun Oil Co. has renewed for Lowell Thomas on NBC's blue (WJZ), effective Dec. 10. Roche Williams & Cunneenham is the agency.

General Foods Corp. has extended for Maxwell House Show Boat over 18 stations on NBC's red (WEAF), effective Jan. 8. Benton & Bowles is the agency.

Wax Works

Bond Bread is stenciling 26 one-minute announcements for placement on 20 stations. Job is being supervised by B. D. D. & O.

Beechtree's recorded version of the Red Davis serial now spread over 18 stations.

Albers Bros. Milling Company of Portland and Seattle, manufacturers of flapjack and buckwheat flour, start a transcription campaign on 14 West Coast stations handled by Erwin, Wassey, Made by Recording, Inc. in the form of 18 five-minute musical programs.

Gene and Glenn 2-Hour Show

Cleveland, Dec. 10. Gene and Glenn, Cleveland faves for seven years, returning from East to stage their annual Christmas broadcasts for three newspapers' benefit funds on Dec. 22. Three-hour staged show to be held in civic auditorium, piped through WTAM, by singers for Cleveland Press, News and Plain Dealer. First reappearance here in a year.

New York Radio Parade

By Nellie Revell

There was trouble backstage before opening of radio broadcast, "The O'Flynn." Russell Janney resented the changing of some of the tunes to fit the radio show. He threatens to attend every rehearsal from now on to see that no changes are made. Script called for Charles Webster to portray Russell Janney as narrator but at last rehearsal Janney threatened an injunction if anyone but he played role of Janney. Janney won and played himself, opening broadcast while Webster adorned stage and unless Janney is satisfied that it is Webster who will be doing for the next 13 weeks for a juicy check.

In the Dough

Burgess Meredith, Red Davis on Beech-Nut show on NBC, missed his last Tuesday eve late broadcast. Studio was held open right up to the very minute the first Red Davis speech was to start, at which time in the absence of Meredith, production man Ed Wolfe of NBC played the part and a guard was posted outside the studio to keep Meredith from entering should he arrive. Meredith claims he thought show was scheduled for later hour.

Bread-and-Butter Logic

Outdoor Girl Beauty Products set a show through United Ad Agency on CBS. Contracts had not been signed but all details were accepted and agreed upon. At the last minute Standard Oil through McCann Erickson stepped in and bought the time previously set aside for Outdoor Girl. CBS answer was Standard Oil (Esso) is using 32 stations and Outdoor Girl only 12. Cosmetic now goes on air full month behind schedule on January 6 at 1:30. Show will consist of Gladys Baxter, Vye Arden cor, baritone, dramatized highlights in lives of outdoor girls in Amelia Earhart, Helen Wills, Babe Didrikson, etc.

Why Radio Seems Crazy

Supposed prelude to final okaying of Kate Smith commercial called for plenty of jockeying by Hudson-Exxon. Sponsor and CBS not agreeing over network alignment, Hudson wanting certain outlet and CBS standing pat on "all or nothing." Hudson had settled all contract agreements with Kate Smith, show but no contracts were signed. The sponsor's Detroit office is supposed to have broken the story about Smith being set to open Xmas Eve even though no contracts had been signed. This had CBS on spot since they have been looking for sponsor to pay Smith salary, for a long time, and any last minute cancellation would hurt her value. Another angle had sponsor divided into two factions, one favoring Smith and other the Rodgers-Inart musical.

CBS Makes a Gesture

Tito Guizar of CBS signed by Fox with Tullio Carmanetti in new pix "Adios Argentina." Guizar due on Coast in February for about eight weeks. "Brillo" program will then emanate from Hollywood with wire charges being split equally between Brillo, Guizar and CBS Artist Bureau. This sets precedent since first time CBS Artist Bureau paying wire charges out of its bit.

Visitors

To CBS: Harry Butcher from CBS, Washington; E. S. Rogers of CPRE, Toronto; Burt Squire, WHK, Cleveland sales manager; H. J. Brennan, boss, and B. M. Thompson, sales manager of WJAS, Pittsburgh; Albert T. Simmons, owner of WADC, Ardmore; Franklin M. Doolittle, of WDR, Hartford; Fred Palmer, of WBNS, Columbus; Earl Wingard and Norman Thomas, owners of WOOD, Chattanooga; E. M. Doerfbeck, owner of KVI, Tacoma; Bishop Sylvester Cannon of the Salt Lake City Mormon Church, owners of KSL in Salt Lake City, and Earl Glade; and J. T. Ward, ex of WLIC in Nashville and president of NAB. To ABS: H. J. (Dad) Brennan, owner, and Roy Thompson, manager of KQV, ABS outlet in Pittsburgh.

Auditions

American Tobacco Co. auditioned "Billy Bryant's Vaudeville Circuit" for Half and Half Tobacco and "Secrets of New Scotland Yard" for Collier Strike at NBC. Sally Singer of the Leo Reisman cor for NBC sustaining. Dick Liebert for Ludens at NBC. Frank Novak had NBC listening to a children's musical show. CBS listened to Whitney Bolton, drama critic. Don Marquis and Henry M. Neely for Ford Frick spot on Chesterfield. Floyd Sherman and Everett McGee with Kotelarsky for new Chesterfield show in place of present lineup to open in January.

Short Shots

Vincent Beecroft of legit and radio drama, wed in Washington, D. C., last week. Bride native of Capital. NBC wired him wedding gift in shape of call to work on Palmolive show. Bulova Watch Co. and WNEW have representatives in Washington attending Brooklyn dispute hearing with an eye to bidding for the wavelength. "Let's Dance" will be on air for an additional hour on New Year's Eve. Fred Galvin and Campbell Casad under Elliott Stuckel to handle contract for amateur talent for new Kate Smith show. Wilfred Pelletier, Met Opera conductor, now feeding wax with Met Opera. New York City is to Sanborn condensed opera. Met had no complaint on his handling battle for Lawrence Tibbett show at NBC. Douglas Storer of Rockwell O'Keefe will be N. Y. contact man between Hudson and CBS for the Smith show. Tom L. Riley of NBC Louisville to Radio City replacing Ken McGregor with Benton & Bowles. News Week Mag. making recordings of "Drama's Destiny" which they will use as plug for magazine. Wallace Butterworth to Wallingford, Pa. for parents' golden wedding anniversary during Xmas week. Jack Arthur, for years on air as a singer was called to rehearsal of last week's Palmolive operetta for a part. He stepped in, sung, naturally, but wound up with a speaking role and a singing double. Dorothy Haas, ex-radio editor of Newark Star-Eagle is new addition to WOR press dept. Mack Miller is to concentrate on night clubs and tie-ups. Ed Dunham now doing production on "The Shadow" instead of Bill Sweet's.

Gossip

Jack Donny's new harmony trio billed as Dot, Kay and Em are Dorothy Jenkins of Seattle, Emily Sylv of Portland, Miss and Carolyn Wroe of Houston. Emil Coleman has two brothers, Adolph and Gregory, in his band. R. L. Ferguson, director of WINS, is out of action with a bad touch of gripe. Henry M. Neely, "The Old Stage," assisting William Rutherford with "The O'Flynn." Bacher doing the producing and Neely the script. "Dino Drinking Cups switched out of W. Ayer." Schell Manufacturing Co. switched to Donahue and Coe with new show in offering. Jacob Harshen on WOR-WLW-WGN switches Sunday spot to 2 p. m. instead of 11:30 a. m. Week day schedule stays as is. Joe Reichman cor to Sherry Netherlands in Cinney after Boston Statler Hotel on Jan. 23. The script. "Dino Drinking Cups switched out of W. Ayer." Schell Manufacturing Co. switched to Donahue and Coe with new show in offering. Jacob Harshen on WOR-WLW-WGN switches Sunday spot to 2 p. m. instead of 11:30 a. m. 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Seek Radio-Press Accord in Europe; Brussels Group Offers Compromise

Paris, Dec. 9.—Olive branch was waved at scrapping newspaper and radio interests in Europe by the International Conference on New Forms of Journalism (of which radio is one) at Brussels.

Printed and broadcast news should not conflict but supplement each other, says resolution. The printed kind should supplement the news flashes on the air, and the air flashes should call attention to the papers.

Conference recommended that radio interests in all countries should hire trained newspapermen to handle all news broadcasts. Also suggested that schools be organized to train radio journalists either by broadcasting companies or by newspapermen's associations.

It was resolved that no advertising of any sort should be mixed with news broadcasts. Preference expressed with that newspaper ethics, as applied to the printed press, should be extended to the ether, particularly as regards completeness and impartiality of news. Ethical principles must be applied. It adds, within the limitations made necessary by the facts that the number of radio stations is limited and therefore monopolistic, and that radio news stories must be very short.

Conference also asked that pay and conditions of labor of European newspapermen employed in radio work should be regulated by law, and that the standard be high enough for them to keep their self respect.

News broadcasting requires special technique, said the conference resolution, and it is therefore advisable that certain European stations specialize in this type of work. Also recommends that the best radio news broadcasts be recorded on disks and preserved in disk libraries in all countries, for the good of the profession.

WHAM Not Giving Gratis Publicity to Theatres

Rochester, Dec. 10.—New policy of WHAM has further airing of theatre publicity gratis. Lines camp out of the Century and Riviera theatres' organ programs Dec. 1. From Grier's daily broadcast from the RKO Palace end Dec. 15.

NBC ASKS IMPROVED STATUS FOR WRC

Washington, Dec. 10.—Scramble for better or new air facilities continues. New stations were proposed by Hartford Broadcasting Co., Hartford, Conn., 1200 kc., 100 watts; Nashville Broadcasting Corp., Nashville, Tenn., 1370 kc., 100 watts; Howell Broadcasting Co., Rochester, N. Y., 1210 kc., 100 watts nights and 250 days; Robert Lewis Sanders, Palm Beach, Fla., 1420 kc., 100 watts; Garden City Broadcasting Co., Garden City, Kan., 1210 kc., 100 watts; and Walter L. Stricker and Chris Larsen, Rock Springs, Wyo., 1210 kc., 100 watts.

Attempting better coverage to compete more effectively with CBS in the national capital, NBC applied for permission to up power and relocate the transmitter of WRC, its main Washington outlet. Chain asked for permission to boost from 500 watts nights and 1 kw. days to 1 kw. nights and 5 kw. days.

Other power-increase applications were: W.A.A.B., Boston, from 500 watts to 1 kw.; K.T.U.I., Tulsa, from 250 watts night and 500 day to 1 kw.; WOBI, Scranton, from 250 watts to 1 kw.; K.F.R., Bismarck, N. D., from 25 to 5 kw. days; W.K.F.F., Indianapolis, from 500 to 1 kw. nights; WIND, from 1 kw. nights and 2 1/2 kw. days to 1 kw. nights and 5 kw. days; K.F.R.U., from 500 to 1 kw. days; W.B.C.M., Bay City, Mich., from 500 to 1 kw. days; W.G.H., from 100 to 250 days; W.C.A.Z., Carthage, Ill., from 100 to 250 days, requesting facilities of WDZ; and KGIX, Las Vegas, Nev., from 100 to 250 days.

One station which previously asked permission to shift frequencies, W.A.P.I., Birmingham, filed a new application asking unlimited time instead of sharing with KVOO at night, while another station, K.P.F.N., Casper, Wyo., asked for authority to shift from the 1440 kc. channel to 630.

WBBM, WJJD Grab Off Most of KYW Accounts

Chicago, Dec. 10.—With the moving of KYW from Cht to Philly the bulk of that station's accounts was corralled by two transmitters, WBBM and WJJD. The former station got the gravy item, the daily 120-minute 'Musical Clock' for Marshall Field stores.

WJJD, the Ralph Atlass station, finished up with a United Remedies account which runs one hour daily for six days each week and the Hy-dro account. The Atlass WIND station in Gary drew the top KYW performer, Uncle Bob.

WIP, Philly, Changes

Philadelphia, Dec. 10.—Murray Arnold, WIP announcer, moves to studio's publicity berth, replacing Jerry Crowley, effective today (10). Crowley was handling the program dept. along with the p. a. task. Rearrangement gives John Hayes, another speller, the program directorship, while Crowley moves to head the sales staff.

Replacing Arnold in announcing is Howard Jones, former word-slinger at WTAR, Norfolk, and WNAC, Boston.

Greig, Blair Travel

Santo Domingo, Dec. 10.—H. G. Greig of New York and John Blair of Chicago, who were Greig & Slaght, toured last week through south and southwest. Looked the situation over.

Doc Young's Television

St. Paul, Dec. 10.—Official opening of Northwest Television Institute held Monday (8) had plenty of celebs on hand. Headquarters in the Sexton bldg., Minneapolis.

Broadcast of opening exercises were piped out over WDGY via remote control. With institute's lab open to the public for the entire week, and with demonstrations and exhibitions on most of the time, more than 4,500 curious filed through the portals.

Call letters are W9XAT. E. F. Sparks is vice prez and actively in charge. Dr. George W. Young, owner of WDGY, is also head of this plant.

Daily television program broadcasts are asked for Dec. 15. Standard motion picture film will be broadcast, with pic going out over W9XAT and the sound through WDGY. The two will be synchronized and sent out over a special device for broadcasting film which is patented by the firm.

Canadians Had to Rely on Yankees For Wedding of Duke of Kent

Rules Out Santa Claus

White Plains, Dec. 10.—Westchester kids are too sophisticated for the Santa Claus sag, so WFAS, White Plains, has erased any St. Nick impersonations from its holiday programs. 'Storoge' is also out for airing.

WSYR, SYRACUSE TRIES LOCAL CELEBS

Syracuse, Dec. 10.—WSYR, local NBC outlet, is going in for local 'names,' newspaper and otherwise, at the instance of Fred R. Ripley, program director. Joe Beamish (Joe Cook), Sunday Post Standard columnist, has been given three weekly spots, Tuesday, Thursday and Saturday nights at 10:30, for philosophic humor, and accordingly Beamish will forego his customary Florida winter jaunt.

William Pitts, Herald staff writer, is on Mondays and Fridays at 7 p.m. as the Minute Message Man. It's a spoken editorial a stunt believed here as new to radio.

Paul Hush, former president of the Syracuse Technology Club, has been given the 7:20 p.m. spot Saturdays for a topical discussion, the slant being conservative.

Rev. C. M. Thompson, pastor of the Delaware Baptist Church, with a mixed quartet in 'Meetin' at the Crossroads,' is heard Saturdays at 7 p.m. Station thinks it has a potential Seth Parker in the cleric.

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Broadcast of opening exercises were piped out over WDGY via remote control. With institute's lab open to the public for the entire week, and with demonstrations and exhibitions on most of the time, more than 4,500 curious filed through the portals.

Call letters are W9XAT. E. F. Sparks is vice prez and actively in charge. Dr. George W. Young, owner of WDGY, is also head of this plant.

Daily television program broadcasts are asked for Dec. 15. Standard motion picture film will be broadcast, with pic going out over W9XAT and the sound through WDGY. The two will be synchronized and sent out over a special device for broadcasting film which is patented by the firm.

Canadian Radio Commission was freely criticized by local radio listeners for its failure to broadcast the wedding of Princess Marina to the Duke of Kent, while dial-twisters turned to American stations for a first-hand account of the royal affair.

Thousands of fans who rose at the eerie hour to glue an ear to a loud speaker for first information on the wedding of the century, felt their own government-owned broadcasting system should have accorded them the privilege of hearing the ceremony without having to cross the boundary line.

Officials of the C. R. C. met this criticism by pointing out that radio fans were given the benefit of a steel tape recording, first at 4 a. m., and then at 8:30 p. m. They defended their action by stating in their opinion radio listeners would much rather listen to the recorded accounts of the wedding at a more suitable time of the day.

Reception from nearly all the American stations was exceptionally good.

Minstrel Revival on Radio; Pubs Scurry For Oldtime Tunes

Spread in popularity of the minstrel how on the air has detected a scramble among music publishers for rights to old numbers of that genre whose registration periods are about to expire.

Several major publishers are extending this quest for re-copyrights to the entire field of popular music. Two of them each maintain a rep in Washington whose job is to dig through the records of the registrar's office for copyrights on the verge of running out. Old numbers which these firms seek particularly to add to their libraries are those which are in frequent use over the air.

Under the copyright law of the United States the complete ownership of the manuscript reverts to the writer after 28 years. Statute also allows the author to renew the copyright and assign it to any publisher within one year of the original copyright's expiration date.

Household St. L. Show So Ed Guest Can Double

Chicago, Dec. 10.—Charles Daniel Frey agency here is sending the entire Household Finance program down to St. Louis tomorrow (Tuesday) for a public broadcast from the \$300-seat Auditorium there.

Behind the one-time switch is the request of the St. Louis Globe-Democrat to Edgar Guest, who syndicates into the paper, to come down to Missouri for a speaking engagement. Guest didn't think he could travel to both Chicago for his radio job and to St. Louis for the speaking date, so the agency decided to move to St. Louis for the single shot to enable Guest to manage both.

Little Theatre Actors On WGAR Commercial

Cleveland, Dec. 10.—A bit skeptical about effectiveness of department store advertising on air at first, the May Company, largest in Ohio, is now recognizing it by increasing its radio time on WGAR and going into the legit field for talent.

Two of leading players in Cleveland Play House, one of outstanding repertory companies in country, are being signed by May's special series of Christmas dramas. K. Elmer Lowe to be leading man with Dorothy Paxton opposite him.

James Church, former NBC production man, is writing and directing sketches labeled 'Finding of Dickens' Christmas Carol' and 'Bell Founders of Spain.' 'Uncle Harry Housford and Jackie Hughes, a sustaining feature on WGAR, also joining May Company's holiday commercial in addition to doubling in store's toy department.

Grace Moore Series

Grace Moore will come under the Vee-Chemical banner exclusively Jan. 1 for a 13-week run on NBC's blue (WJZ) link. It will be a Tuesday evening half hour, originating from Hollywood. It's the program supplementing the account of Willard Robison-Mildred Bailey combination on the same network and the Freddy Martin stanza on CBS.

H. H. McKee, Cecil Warwick & Cecil's radio director, leaves New York Dec. 17 to spend six weeks on the West Coast getting the Grace Moore series under way. Also to make picture name connections for the resumption of Non-Epl (Charles R. Warner Co.) on the air.

Canadian Circulation

Vancouver, B. C., Dec. 10.—Figures issued by the Radio Branch of the Department of Marine for the month of October show that about 5,000 more British Columbia radio licenses are necessary to equal the total for the fiscal year 1933-34.

Figures for Vancouver show an improvement with more licenses issued to date than last year. So far the total is 26,328 compared with 25,409 for the whole of last year and still a few months yet to go to the end of the fiscal year. With an estimate of 40,000 radio sets in Vancouver it is obvious that many are still being operated without a license.

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DOUGLAS

STAIR

CHASE & SANBORN HOUR

Featured Soloist

TUESDAY, WFAF, AT 8 P.M.

WEAF—Coast-to-Coast Network SUNDAYS—8 to 9 P.M. EST

Exclusive Management GEORGE E. DILWORTH

Hotel Park Plaza

50 West 77th Street ENdlicott 2-3700

LEO REISMAN

ON

PHILIP MORRIS

TUESDAY, WFAF, AT 8 P.M.

Here and There

Sam Pickard, figuring on ducking for Florida in another week or two.

W. W. Smith, mgr. of WTAM, Cleveland, incapacitated by a nervous breakdown.

Bastille Lillie tagged for this Thursday's (13) Fleischmann round of the clock.

Max Zeis, member of WTAM's Hun and Etum team, was married last week in Cleveland to Esther Vigody.

John M. Sherman given formal and permanent appointment as Northwest district inspector for the Federal Communications Commish, with headquarters in St. Paul, Dist.

trict includes Minnesota, North and South Dakota, northern Wisconsin and northern Michigan.

Sidney Anders, former gossip and theatrical columnist for 'Cleveland Press,' auditioning at WTAM for series of five-minute programs of round-the-town chatter.

Larry Roller, announcer, has been made publicity director of WHK, Cleveland, under John Vorpe.

Lloyd Veneard, former contact for Stearns street-car ad company, added to WGAR sales staff. Wayne Mack also appointed WGAR's dramatic director.

John Patt, WGAR manager, in Detroit for conference with Leo Fitzpatrick and G. A. Richards, co-owners of Cleveland station.

Philip S. Brook new addition to announcing staff of WGY.

WDGY, Minneapolis, will celebrate its 11th anniversary on Dec. 23 with a special broadcast and a whale of a shindig.

W. H. Wharton, 11 years in show biz, 16 in radio production and advertising, and formerly with KGRS, KWK and KMOX, now selling WDGY time.

Al Sheehan, WCCO, Minneapolis, artists' bureau head, escaped unhurt but got his car smashed up in a collision on a drive in from Winona last week.

Hugh Aspinwall, homey philosopher, late of CBS in Chicago, replacing Tina and Tim for Mantle Lamp Co. on WCCO, Minneapolis, starting Thursday (13).

Bertram Lebehar, Jr., has joined the sales staff of the American Broadcasting System. He was with WOR, Newark, for four and a half years.

Jack Van Valkenburg of KMOX, St. Louis, and Earl Gammons of WCCO, Minneapolis, at Chicago last week.

Louise Squires and Harry Lang playing in dramatic roles in their idle roomers break-in over WINS, New York.

Eraa McIntosh, program director at WYMG, Asheville, father of a baby boy born on Thanksgiving Day.

Dr. Leon Levy at the Arcadia theatre, Philadelphia, to see Pathe newswear of his speech with the local mayor at KTW opening last week.

Carleton Morse, author of 'One Man's Family,' is building new home near San Mateo, California.

Tom Mitchell is back on staff of KGO, San Francisco, for Rainier Beer. Returns from KYA.

Milton Wood, former NBC Barker, is now at KOIN, Portland.

Brick Holten, formerly NBC Portland, now with KFRC, San Francisco.

Mrs. George Whitney, wife of George Whitney, Musical Director of KFRC, San Francisco, was killed in an auto crash Nov. 28.

KJBS, San Francisco, new 500 watt transmitter went into operation December 9.

Loren Watson, Jr., formerly with WJLB, Utica, new announcer at WFAS, White Plains, N. Y.

Paul Monroe goes to WRC, Washington, for a post as announcer. He was with WTIC, Hartford, for six months.

Walter Johnson, commercial manager, WTIC, Hartford, announced his forthcoming marriage in February, 1935.

New York Ad Agencies

(Radio Production Executives)
N. W. Ayer & Son, Inc.
509 Fifth Ave. N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborn, Inc.
353 Madison Ave. N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford

Benton & Bowles, Inc.
444 Madison Ave. N. Y. C.
E. M. Ruffen

Blow Co., Inc.
521 Fifth Ave. N. Y. C.
Milton Blow.

Blackett-Sample-Hummert, Inc.
210 Park Ave. N. Y. C.
Frank Hummert

Blackman Co.
122 E. 42d St. N. Y. C.
Carlo De Angelis.

Campbell-Ewald
1750 Broadway
Louis Dean

Cecil, Warwick & Cecil, Inc.
220 Park Ave. N. Y. C.
J. H. McKee

The Paul Corneli Co.
550 Fifth Ave. N. Y. C.
L. S. Caskin

Samuel C. Ernst Co.
18 W. 44th St. N. Y. C.
Arthur Anderson

Erwin, Wasey & Co., Inc.
420 Lexington Ave. N. Y. C.
Charles Gannon

William Esty & Co., Inc.
100 E. 42d St. N. Y. C.
William Esty

Edward Bryson
Federal Adv. Agency
444 Madison Ave. N. Y. C.
Donald Bryant

Fletcher & Ellis
500 Fifth Ave. N. Y. C.
Lawrence Holcomb

Gardner Advertising Co.
830 W. 43d St. N. Y. C.
R. Martini

Gotham Co.
255 Park Ave. N. Y. C.
A. A. Kron

Lawrence C. Gumbiner
9 East 41st St. N. Y. C.
Paul Gumbiner

Hann-Metger, Inc.
745 Fifth Ave.
Louis A. Witten

E. W. Halliwell Co.
9 E. 46th St. N. Y. C.
George Carhart

Joseph Katz Co.
247 Park Ave. N. Y. C.
Bennett Larson

Lambert & Feasley, Inc.
400 Madison Ave. N. Y. C.
Martin Horrell

Larson & Mitchell, Inc.
17 E. 45th St. N. Y. C.
Mann Hollner

Marion Parsonnetti
W. A. Bacher
Robert Horrell

Lord & Thomas
247 Park Ave. N. Y. C.
Gregory-Williamson

J. M. Mathes, Inc.
122 E. 42nd St. N. Y. C.
Wilfred Kling

McCann-Erickson, Inc.
285 Madison Ave. N. Y. C.
Dorothy Barstow

Newell-Emmett, Inc.
40 E. 34th St. N. Y. C.
William Rejdel

Paris & Peart
370 Lexington Ave. N. Y. C.
E. J. Cogan

Peck Adv. Agency
271 Madison Ave. N. Y. C.
Arthur Shubshuber

Redier & Ryan, Inc.
280 Park Ave. N. Y. C.
David F. Crosier

Frank Freestay Co.
247 Park Ave. N. Y. C.
Fulton Dent

Ruthrauff & Ryan, Inc.
Charley Edg., N. Y. C.
Myron P. Kiril

F. B. Ryan, Jr.
Stack-Goble, Inc.
400 Madison Ave.

Wallace Butler Advertising Co.
Tracy Locke-Dawson, Inc.
22 E. 45th St. N. Y. C.

Joe M. Dawson
J. Walter Thompson Co.
420 Lexington Ave. N. Y. C.

John U. Reber
Robert Colwell
Young & Rubicam

285 Madison Ave. N. Y. C.
Hubbell Robinson
W. R. Stuhler
Don Stauffer
Jack Davidson

New Business

(Continued from page 40)
announcements per day for six days over KOL and three spots on KOMO between Dec. 9 and 23. Walter Service.
Bon Marche Photo Dept., 12 spots, Dec. 4-19. Pearce Knowles, KOMO.
Hansen Baking Co., eight announcements on KOL, Dec. 3-10.
Liberty Orchards Co. (Aplets), seven spots between Dec. 7 and 21.
Erwin, Wasey & Co., series of 13 16-minute programs, one a week on KOMO and two a week on KJLB, 15 minutes each Sunday, to run indefinitely. KJR.

WHITE PLAINS

Mrs. Owen Eldred, five-minute programs for indefinite period: WFAS.
Naepeli Shops, Inc., five spot announcements weekly for one month duration. WFAS.
Henri Models, five-minute fashion talks presented by Catherine Beauchamp, placed through Associated Broadcast Advertising Company, WFAS.
C. C. Internationale, two announcements weekly for indefinite period. WFAS.
Zeiss Sherman, series of two spot announcements for five weeks: WFAS.
Garcion, Manfre & Cie, series of daily announcements for indefinite period: WFAS.

NEW YORK CITY

Portuguese Co., daily announcements in Greek, Polish, Spanish, German, Jewish and Hungarian for period of 13 weeks; placed through J. Walter Thompson. WBXX.
Italian Broadcasting Co., renewal for one year, using spot announcements. WBXX.
H. F. Ottgen, three times weekly for period of one year, presenting German music. WBXX.
C. W. Schreiber, Inc., Saturday half-hour programs of music for 13 weeks. WBXX.
Gerhard Heach-Friss Hafer, Saturday half-hour programs of music for indefinite period. WBXX.
Rappaport's Victory Shop, six times weekly for 13 weeks. WBXX.
Maxine Catering Corp., nightly series of dance music by remote control. WBXX.
Howard Credit Jewelers, four 15-minute programs weekly or week-to-week basis, featuring harmony duo. WNEW.
Carolyn Leaudry, three 15-minute programs weekly, for four weeks. Placed through Montrose Advertising Agency.
New York Evening Journal, three spot announcements weekly for indefinite period. WBXX.
J. C. Curtis Company, 15-minute periods twice weekly for 13 weeks, with Bill Barry, tenor, featured. WINS.

LINCOLN

Famous Stars, three spot announcements, one a day. KFOP.
Paramount Laundry, Participation in the noon organ program for one month. KFOP.
Pla-Mor Party House, Ditto for two months. KFOP.
White Motor Co., Twenty-eight announcements, one a day. KFOP.
Mangels, Twenty-six a day and 28 night spot announcements. KFOP.
Leader Besette Shoppe, Three spots a week for one month. KFOP.
24 25-word night break-ins. KFOP.
Lincoln Bowling Parlors, Three spots. KFOP.
Willard Tablet Co., Seventy-four announcements. KFAB.
Carl Anderson, Inc., Participation in Time and Tune morning program for one year. KFAB.
Greenberg Optical Co. (Omaha), 12 25-word night break-ins. KFAB.
Kester Solder, Fifty-two announcements. KFAB.
Wahco Livestock Commission, Two announcements a week, indefinitely. KFAB.
Bert Simon & Sons, The Nebraska-Kansas State football game. KFAB.

PORTLAND, OREGON

Psychotons, six 15-minute programs weekly, one month; placed by Izard agency. KGW.
Meier and Frank, six 15-minute programs a week, one month. KGW.
Bernard's Jewelry Shop, 13 5-minute programs, daily. KEX.
Robinson, Deller Co., haberdashers, 13 5-minute programs, three per week. KEX.
Northwest Braving Co., 100-word announcement, six a week, one year. KGW.
Catholic Book & Church Supply Co., 60-word announcement, daily one year. KEX.
Rogers Food Store, 13 5-minute programs a month, one year. KEX.
Ball Brothers, two 5-minute programs weekly, one month. Appleby agency.
Kewitz Furniture Co., one half-hour dramatic show, one year, KGW, and 25-word announcement weekly, one year, KGW.
Union Oil Co., Lord & Thomas, three 60-word transcriptions nightly for two weeks. KGW.

Milton Gumbert, furrier, 25 5-minute programs a month. KGW.
Yanover Fur Factory, 13 5-minute programs a month. KGW.
Columbian Optical Co., 30 25-word announcements a month. KGW.
Fainless Parker, dentist, 13 spot announcements, one month. KGW.
Stone-Marula, jeweler, 20 15-minute programs a month, one year. KGW.
A. and C. Feldenhelmer, three 25-word announcements; placed by Adolph Block agency. KGW.
Dr. Frank N. Robinson, six 15-minute transcriptions; placed by Izard Co. KGW.

Neel McGinnis and Tommy Tynan, KSTP engineers, will stage a double birthday party this year. Neel will be 28 and Tommy 31 on the same day, Dec. 24.

LEON BELASCO

ARMOUR HOUR
FRIDAY-WED-9:30-10 P.M.
NIGHTLY, CASINO DE PAREE
Broadcasting-Cost-to-Cost-CDS
Direction, HERMAN BERNIE
1619 Broadway, New York

Tommy "Ceeli" MACK

ON TOUR
DE LUXE THEATRES
Management
HERMAN BERNIE
1619 Broadway, New York

fred allen's

"TOWN HALL, TONIGHT!"
an
HOUR OF SMILES
with
PORTLAND HOPPA
LIONEL STANLEY
MATERIA, Fred Allen and
Harry Taggart
Management
Herman Bernie, 1619 Broadway
Wednesdays
9-10 P.M., E.S.T.-WPA

Jack and Loretta

Clemens
WEAF
9:30-10:30 P.M.
Saturdays
IVORY SOAP
Direction
NBC Artists Bureau
and Ben Roche Productions

GIERSDORF SISTERS

"CHESTERFIELD"
Monday, Wednesday, Saturday
WABC-9-9:30 P.M.
Columbia Broadcasting System

ADIA KUZNETZOFF

WMCA-10 P.M. EVERY TUES.
"JOLLY RUSSIAN"
Rumina Kretschma, Nightly
Solo Direction
Herman Bernie, 1619 W. 4th, N. Y. C.

EMERSON GILL

AND ORCHESTRA
HOTEL WEBSTER HALL
DETROIT
MCA DIRECTION

GEORGE GIVOT

THE GREEK AMBASSADOR
OF GOOD WILL

This Week (Dec. 7)
CHICAGO THEATRE
CHICAGO
Personal Director
HERMAN BERNIE
1619 Broadway, New York

GRACIE BARRIE

HELD OVER
CASINO DE PAREE
LORNA STATE
NEW YORK
(Week Dec. 14)
Solo Direction
HERMAN BERNIE
1619 Broadway, New York

EDDIE PEABODY

The Instrumental Stylist
This Week
EARLE THEATRE
Philadelphia, Pa.
Now in preparation
A-NEW IDEA IN MUSIC
EDDIE PEABODY
and His
BAND
Direction
Orchestra Corp. of America
1619 Broadway
NEW YORK CITY

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST
WABC-Tuesday, 9:30 to 9 P.M. DST
(Phillips Dental)
WEAF-Friday, 9 to 9:30 P.M. DST
(Phillips Mills)

JAY MILLS and TOLLE

"ALL WORK AND NO PLAY"
Exclusive Management
MEYER B. NORTON
JOE FLAUM

RAY HEATHERTON

Broadcasting
Mondays and Wednesdays, 11 A.M.
Solo-Supha, WJZ-NBC
Direction NBC Artists Bureau

LOOK AT HIM!

JESSE BLOCK and SULLY EYE
COLUMBIA NETWORK-MON. NIGHTS AT 9:30
DIRECTION WILLIAM MORRIS AGENCY

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts

SHIP REPORTER SHOWS
KVA, SAN FRANCISCO

Ship Reporter Broadcasts

San Francisco. KVA has originated a system of news broadcasts from the decks of arriving and departing ships of the Dollar Steamship Line, which is sponsoring the program. The programs go on as soon as the vessels dock here from the Orient and at sailings fifteen minutes before they depart from Hawaii, the Philippines, and Asia. Interviews are handled by Dean Maddox. Program is piped from Dollar Docks. On inbound steamers from the Orient, Maddox and technicians board the vessel at quarantine grounds and during the trip up the bay from the harbor entrance to the docks Maddox has ample time to frame his subjects and material. Before the steamer is completely moored or the gangways opened, the radio equipment is heaved ashore connected, and the staff is on the

wire. Radio advice from the incoming ships detail the prominent passengers aboard, so the interviewer is able to make up his program of celebs before he goes aboard. At departure Maddox remains aboard until the last call. Believed this is the first time an American steamship company has tried this stunt.

Life Begins at 7

Syracuse. WFLB (NBC) has found a substitute for its "Top of the Morning Club" program which went off the air as the station's eye opened when Ted Doolittle resigned. It's "Life Begins at Seven," featuring Bob Kesse of the station staff; program mixes comedies with a comedy and stunt continuity by Kesse.

Ohio Checks Up

New York. On the Mollie Minstrel program over the NBC red loop, listeners are now being invited to visit the New York studios for one of the broadcasts. Applications for tickets must be sent to the company's Ohio plant, rather than in care of the NBC, New York.

Road Condition Reports

Dubuque, Ia. With snow blanketing the state, ice and sleet conditions obtaining and many delays incident thereto, WKBZ came through over the Thanksgiving holidays by giving a summary of road conditions, probabilities of snow and travel conditions in general.

Legion's Membership Push

Davenport, Ia. WOC started something new in membership drives when it turned its miles over to the Davenport post of the American Legion, which fired the opening gun of a membership drive via the radio. Program was marked essentially with everything of a martial character, but was principally devoted to outlining features that marked the drive, meetings, entertainments and plans to conduct over 1,000 ex-service men in the city.

These Gen. Mills Premiums

Schenectady. General Mills, on the "Betty and Bob" disc serial, is hyping sales, and checking listeners' interest by frequent changes in household articles offered to femme driers. Following a \$10.000 Umerick contest a \$2.50-value rock crystal syrup pitcher is hung out as bait to be snared by sending sales slips for two packages of Bisquick and twenty-five cents, to cover packing and mailing costs. Then comes an offer of a \$2 salad service set, obtainable by forwarding a sales slip for a package of Scott's-B-B-K Cake Flour and cents.

Christmas Card Giveaways

Schenectady. Procter & Gamble, on its "Camay" program over the NBC red loop, is now offering a packet of 10 Christmas cards to listeners who send three wrappers, plus a dime to cover the cost of mailing and wrapping. Cards, announced to be worth 50 cents, offered in order to get women to purchase and try the soap. Some three wrapper prizes were made in P. & G.'s \$1,000-a-year-for-life letter writing contest on Camay. Naturally, type of offer stimulates listeners, gives the company a big mailing list, and furnishes a check on pulling power of the broadcasts (on the network as well as over individual stations).

Dramatic Station Story

Lincoln. Dramatizing the rise of KFAB here from 250 watts ten years ago to its present 5,000 now was done on an anniversary program Tuesday (4) originating in the studios of KFAB and being aired over the entire CBS chain. On the program were the KFAB concert orchestra, 130 pieces, and the Great Cathedral choir, Al Poaka, program director, and John Schaffer, announcer, handled the production end. Time, a half hour, 10:30-11 p. m.

Train Interviews

Davenport, Ia. WOC picked up arrival of Rocky Mountain Limited en route to the west coast suitably with the Notre Dame team. Elmer Layden, native son and Fighting Irish coach, on for brief talks; also members of the grid squad. Leo Kauts of Daily Times, Johnny O'Donnell of Davenport Journal and Maurice Corbin of Rock Island Argus spilled from the platform.

White Elephant Exchange

Cleveland. Radio exchange service for housewives, started by Ethel Hawes and Ben Levin during their morning WGLA program, has resulted

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.

410 North Michigan Ave.

J. F. Noyes

P. G. Ibbett

Batten, Barton, Durstine & Os-

born

221 N. La Salle St.

George M. W. Sullivan

Blackett-Sample-Hummert

221 N. La Salle St.

N. H. Peterson

Roscoe Barrett

Bureau & Company

208 S. La Salle St.

Ray Henderson

Erwin, Weasy & Co.

210 N. Michigan Ave.

William Weddell

Fredericks & Mitchell, Inc.

350 N. Michigan Ave.

Karl Frederick

Charles Daniel Frey

221 N. Michigan Ave.

Larry Triggs

Gundlach Advertising Co.

400 N. Michigan Ave.

Iving Thompson

Hand-Melzer of Ill.

520 N. Michigan Ave.

S. J. Andrews

Hays McFarland

333 N. Michigan Ave.

Hays McFarland

Henri Hurst & McDonald

520 N. Michigan Ave.

N. L. Pumpham

Frances Hooper

400 N. Michigan Ave.

Frances Hooper

350 N. Michigan Ave.

Kester

350 N. Michigan Ave.

Ben Frost

Kirland-Engel

648 N. Michigan Ave.

R. M. Kirland

Lord & Thomas

913 N. Michigan Ave.

Ed Alshouse

Lawson Goodkind

Matteson, Fogarty, Jordan

307 N. Michigan Ave.

H. L. Miller

McCann-Erickson

810 N. Michigan Ave.

Raymond Atwood

McJunkin

228 N. La Salle St.

Gordon Best

Morris Windmuller & Enfinger

230 N. Michigan Ave.

George Stearns

Carroll Dean-Murphy

35 E. Wacker Drive

James Shebel

Needham, Lewis & Brubay

350 N. Michigan Ave.

Helen Wing

Melner-Mayerhof

400 N. Michigan Ave.

Walter Rubens

Reinisch-Mills-Youngren-Fine

520 N. Michigan Ave.

Russ Williams

Roche, Williams & Cunningham, Inc.

Strass Eidge

William Roche

Rogers & Smith

20 N. Wacker Drive

Everett Opie

Kutshoff & Ryan

350 N. Michigan Ave.

Nate Caldwell

Sellers Service

8 S. Michigan Ave.

George Couper

Stack-Goble

8 S. Michigan Ave.

Ralph Goble

J. Walter Thompson

410 N. Michigan Ave.

Dick Marvin

George Allan

Wade Adv. Agency

208 W. Washington St.

Walter Wade

Young & Rubicam

221 N. La Salle St.

D. G. Schneider

Carlyle-Pruitt and Brown

have joined the WDRB, Hartford

to dance hour to harmonies hilly-billy songs.

In some novel laughs for station's

stark receiving requests.

One listener wrote in that she

would like to exchange a prize

spun for typewriter.

She said that he would trade a case of

pre-prohibition gin for a fairly

good suit of the makers.

Pay-off was a request to exchange a lover's

seat, well used, for a comfortable

bed that didn't have any broken

spring.

Little Theatre Staff

Davenport, Ia.

WOC is co-operating with the

Davenport Drama Alliance, a group

of players formed from other the-

atrical organizations in the city,

through broadcasts of excerpts

from the station of plays and skits

that are to be presented by the or-

ganization.

Gen. Foods Gives Local Sponsor 2 Periods as Exchange for Sun. Time

St. Paul, Dec. 10.

Filled niches on KSTP's schedule had several sponsors in a froth until switches were effected—and now everybody's happy.

General Foods wanting to air Jack Benny over KSTP but found the Sunday night spot occupied by Jester Bros. men's clothes. Foods promptly offered to give Jester two 15-minute week-time spots, on Tuesday and Thursday, for the one 15-minute Sunday night period. New deal began Dec. 10.

Similarly, Johnson Wax has bought Knox Cakes' Cystex 4:45-5:00 P. M. Sunday niche in order to air Tony Wons. New arrangement effective Dec. 23.

35 CANADIAN SHOWS ON WXYZ REGIONAL

Detroit, Dec. 10.

Michigan Radio Network, with WXYZ, Detroit, as the key station, is now making use of approximately 35 programs of the Canadian Radio Commission each week. Those who find fault with the amount of advertising mixed with their radio entertainment are left without grounds for grumble in these shows.

While the entertainment character of the Canadian programs has improved considerably in the last year, WXYZ's program department, headed by Bruce Beemer, station manager, makes it a point to bring only the best of the CRC productions onto the Michigan web as international exchange features.

Among the orchestral programs being taken from Canada are the Royal York orchestra, under the direction of Rex Battle (Toronto); the Chateau Laurier concert orchestra, headed by Gene Fogarty and G. R. Markowski (Ottawa); Mount Royal orchestra, directed by Charles Dornberger (Montreal); and Gilbert Watson's Old Bar. orchestra (Toronto).

Variety programs from Canada being carried regularly over the Michigan Radio Network include "One Hour With You," featuring Alvin Karpis' orchestra with Le Trio Lyrique (Montreal); "Say It With Music," orchestra under the direction of Russ Gerow with Lorne Hitchens Banjo Trio and Lorne (London); "Giddy Up and Romance," with Geoffrey Wardington's concert jazz orchestra, the Guardsmen Quartet, and several of the Dominion's foremost radio singers (Toronto); "Mastering the Ceremonies," featuring Doc Guy, CRC radio comic, with vocal and instrumental ensembles under the direction of Isaac Mamott (Winnipeg); and "The Big Band," harmonic choir, Berkley Chadwick conducting (Montreal).

In return WXYZ is feeding two shows, "The Band Box Review" and "Half Round the Clock," both half-hour variety programs, and several lesser programs to the Canadian network each week.

Lacy Spencer Sorams

Pittsburgh, Dec. 10.

Lacy Spencer, on KDKA for last couple of years as "Kay Doan," specializing on programs with female appeal, has resigned to go south and her job has been assigned to Jane Grugin, for some time a station announcer. Latter will be known as Jane Ross.

"Mrs. Spencer" went to KDKA from WCAR, where she was known as Alice Abbott, a nom de plume later assumed by Stephanie Diamond, who left WCAR a couple of months ago to hit the network on Joe Penner program.

Jackie Markle In East

Jackie Markle, eight-year-old child mentalist from Waide, is in New York after a season on various radio stations through the Middle West.

Tried out for the Manhattan radio fraternity on Major Brown's amateur session over WIN last week.

Ben Hawthorne, goes on WTIC, Hartford, as full time announcer, and Murray O'Neil joins the commercial department.

TEAM BAD BUT RAP POOR B.O. ON RADIO

Palm Springs, Cal., Dec. 10. Pacific Coast intercollegiate conference here began annual conference here today. Chief topic, a probable elimination broadcasting games due to starvation gets this season. Probably giving up \$40,000 radio fee as not offering rotten bids reflected in gates.

Top mob for season was 60,000 attendance at USC-California game with Notre Dame Saturday drawing only 15,000 attendance. Real reason for low bid was miserable USC team, but conference solons blaming radio. Growing popularity of pro game as result of sensational play in its first season on coast is another headache, but conference can't do anything about that.

Harriet Lam, 'Songbird of the Air,' after seven weeks' illness returns to her broadcasts on WTIC, Hartford.

COLUMBIA BROADCASTING SYSTEM
MARK TARNOW
MUSICAL DIRECTOR
BORDEN'S
45 MINUTES
HOLLYWOOD
Thursday Night at Ten, EST
CBS-NETWORK
Broadcasting System

LEITH STEVENS HARMONIES
Leith Stevens Conducting a Program of Unusual Color
Thursday Night at Ten, EST
COAST 20 COAST NETWORK
Exclusive Management
COLUMBIA BROADCASTING SYSTEM

MOLLY PICON
"Variety"
This program is a new one of the best of the kind.
W M C A
Wed. 7:30 P. M.
JELLO
GEN. FOODS

KEN AND HIS BANJO HARVEY
Dorchester, Mass., London
Indefinitely
DOUBLING TROVADERO CAFE
(Dec. 3)
RECORDING FOR HIS MASTER'S VOICE (BRITISH VICTOR)
Radio Direction
Phil Force
Harry K. McWilliams
Personal Press Representative
RUBINOFF
Symphony Concert, Cincinnati
Thanks to Rubinstein, Phil Rubinstein and Rob Fisher

OW'S YOUR SCRIPT?
Brighten up dull spots in your programs.
Original material and "script doctoring" services furnished by Andrew of National Network Shows.
Comedy Sketches
"Gag" Continuity
Dramatic Dialogues
Write Box 50, Variety, New York

HOTEL BILTMORE NIGHTLY
JACK
DENNY
AND HIS ORCHESTRA
WE 11 P.M. - 12.30 P.M.
WEAT 12.30 P.M. - 1 P.M.
WOR 1 P.M. - 2.30 P.M.
CONOCO OIL
Wednesday, 12:30 P.M., WOR

ROY FOX
AND HIS BAND
ON TOUR
B.B.C. NETWORK

CHARLES PREVIN
Conductor
REALSILK'S
SILKEN STRINK CONCERT
N.B.C.-SUNDAYS
8-9:30 P.M. CST - 8-9:30 P.M. PST.
10-10:30 P.M. MT.
For Rep. W. BIGGIE LEVIN
100 W. State Parkway, Chicago

TASTYEST STARRING
SAM HEARN
Every Sunday at Noon for 30 Minutes WJZ
Management ROCKE PRODUCTIONS

Radio Chatter

New York

Midwest

Amos Phillips, assistant superintendent of the Syracuse radio station, who has been on the air for six years with a gospel hymn program, was honored with an anniversary party at the room of the Hotel Syracuse Dec. 5, WSYR clearing a full hour, 7 to 8 p.m., to broadcast the program under the control. Charlie Lewis, WSYR's chief announcer, was m.c.

Countess Elan Von Bachelli now wins WIN for beauty spots.

A. L. Alexander handling narration in the film, 'War Is a Racket'.

Mrs. Carl Akeley guest on Dale Carnegie's program over WJAP last Sunday (9).

Tom Fizzle of Chicago visiting home offices of ABS this week. Leslie Frederick is new WMCA announcer.

When 'WHAM's' cooling system went haywire recently, operators Charles Snyder and Ed Seller investigated and found a sheep in the outdoor spray pond blocking the outflow.

Specialty on the Tower Clock program over WHAM, Rochester, had Tom Orlerson playing the organ at the RKO Palace.

Novelli playing a piano in the studio. Earphones enabled them to synchronize.

Terrific Carlone orchestra in at the Marigold, Rochester, has an air spot over WHAM.

Frank Reynolds, Burden, 'Ice Cream' buzzer, WJAP, called on WHAM friends on way home from Colgate-Syracuse football game.

Emerson Markham, m.c. of WG's farm programs, is playing the same role on the General Electric Company's Saturday night program.

Brustis, Albert Riesling, announcer on the company's 'institutional' staff-artists stanzas, merely signs on and counts the commercial spots.

In addition to their income from p.a. dates, The Vagabonds, of WGY, are now deriving revenue from sale of a song-book, at fifty cents per copy.

Victor Graf and Sally Orman may go on the air for WOR in a comedy sketch by Ethel P. Richardson. They recently returned from Europe. Graf has now taken the subject work for Warner Bros.

A new 'yodel' number written by Johnny Marvin is titled 'There's a Yodel in the South'.

When Forrest Williams sang and piano-played on his 'Furniture Man' commercial over WGY on Thanksgiving, he noted the station's consecutive year he had broadcast on the heavy eating day.

A new trio drawn from the personnel of the 'City of Stars' at the Kenmore hotel, orchestra, and broadcasting over WGY consists of Bill Pritchard and Freddie King, tenor, and a vocal duo, consisting of John Johnson's unit at the same spot before.

Condon, who has been a regular band, organized his own combo.

Jolly Coburn begins a series of yodel dates for Loew, starting Dec. 14.

Wick Fernandez starting a group of special foreign nights on Wednesday at the Montclair, the first to be a Spanish night.

John Kutymetzoff sticks at the St. Moritz for warbling duets.

Olga Albani past for Decade recordings.

Gene Rish enraging his Man About Town spot.

Joe Reichman opens at the Statler in Boston on Dec. 6.

Two winners over WMCA's Amateur Night in New York: Gertrude Green and Alma Greasy are first entertainers inserted in the regular state programs at added attractions.

Joe Leisman giving talks now in addition to his regular series of proms and college parties.

Judy Thomas, cousin of Paul Muni, is a new WJAP singer.

People's National Bank and Trust Co. of White Plains sponsored the annual Thanksgiving football tilt between the Tigers' high school squad and the South Bend, Ind., Central over WFAS.

Georgia Backus preparing some special radio programs for WFAS, White Plains.

Forne Porter comes to the WMED staff as receptionist.

Ivan Streed, former program director of station WMED, now at WHBP, Rock Island, Ill., as producer.

Station WMED, Peoria, has set aside the hour of 11 to 12 Saturday night, for a tour of the city's night clubs, cafes and dance halls, giving an hour's 'round the town' program, using a battery of announcers and engineers.

WFBM now installed in sumptuous new quarters, one block north of old site.

Edward Kirby, WFBM announcer, claims it's in his voice that brings in the fudge, neckties, hankies, from the ladies.

Jim Matheny, sales promoter for WKBP, practices his fast footwork at ping pong.

Patricia Cook, home economics expert on WFBM, offer a home-made cake and contest prize and wonders if that's why entrants are so shy.

Tom Devine builds scrim for better broadcast of his Indiana Rock band over WFBM.

Police drive on improper parking has boys at WKBP using the 'side road' to work.

Cliff Kittel, new program director of WTAM, Cleveland, and Tom Lewis and Waldo Pooler, now working at WKBP, and Eddie Schenectady, on other spots over the station, were associates at WGY.

Schenectady, before he left with a fellow announcer of Kittel's, Schenectady, and by a coincidence, he later did muke duty at WTAM.

Walter Leavitt's 'Teddy Bears' are shooting for a West Indies cruise.

C. W. Burton, WEEI, Boston, station boss, on a diet, whittling down the girls.

Roy L. Harlow, assistant to president of X-ray, is a composer of many tunes and collects rare books and music.

Leland Bickford, new ed-in-chief, has authored three books of poems.

When Joe Rines played an out-of-town 'radio' show, he had a one show while he scrambled back to town for a full hour broadcast over WNAAC. Back in person for closing show on stage.

Caroline Cabot doing 'The Christmas Shopper,' new seasonal special, Monday, Wednesday, Friday at 10 a.m.

Russell Dorr, baritone, sang on 'Monday Parade' takes (27) over red NBC week.

Miss Ruby Rand, 22, fiancée of Bob Freeman, WEEI announcer, has a tentative plan for a Norwood. Pilot was William F. Melcher. Both Mrs. Melcher and Freeman witnessed last week's WEEI, seen around studio a lot lately in hunting toots. Moore laughs off ribbing, says he has a lot of time to spare to date radio.

Two sparrows, one Rhode Island red, bouquet of posies and Xmas tree.

Louis Whitcomb of WEEI hoarse from hockey hooting.

Howell Cullinan of Boston Globe, former news announcer over WEEI, brings out book, 'Pardon My Accent,' spilling some inside stuff on his eight years on there.

New England Conservatory went back on the air over WAAH Wednesday (5) at 8 p.m. Nicolas Sioninsky, organizer of the Boston Philharmonic, has taken a hiatus for the next Conservatory broadcast (12).

Shubnik, trumpeter, joins the Sam Lane band in Boston.

C. W. Burton, WEEI station manager, and Fred Hawkins hunting at Sherburne Falls, Mass.

Bob Emery back on NBC net over WEEI Sunday, 10:30 a.m. in 'Brown Brothers' (48 p.m. time).

Brown Brothers, Norwalk Artists Club, and Virginia Thompson get new spots at WICC, Bridgeport-New Haven.

Delia Delaney, Stamford, author of 'Radio Rose,' WICC's first original muscledy plot, plotting sequel installment. Edith Higgins, author of 'The Circle of the Air,' now using their song numbers as themes for respective weekly programs.

Fred Thomas, radio ed of Bridgeport Times-Star, making muke debut on the radio as m.c. of his annual Christmas-basket series.

Estelle Stern, erstwhile warbler of Bridgeport Herald, is one of more enthusiastic devotees.

Loyce Whitehead, who began her singing career at KFWB, Hollywood, is back as staff artist on that

station. She will have a Thursday night program in Los Angeles on the Sunday night in Los Angeles.

J. E. Doyle, radio-editor of Oakland Post-Enquirer, is in L. A. 'looking over programs.'

Robert Sheverson, who has been producing programs at Coast studios is at KHJ, Los Angeles, as an announcer.

Robert Swan, announcing the Burns and Allen CBS programs from KHJ here over CBS.

Hubbell Robinson, of Young & Rubicam, L. A., long enough to produce some spots for Peis Napha.

Irving Mitchell, actor-producer with Henry Dunne producing a 'American Caravan' at KFWB.

Harold Koch, NBC publicist, went to bat for Victor Noble, radio ed of the L. A. Post, when latter was hospitalized from the effects of an auto smashup.

Virginia Karns, KFWB staff artist for the festive band at Dayton, O.

Capt. Harry Signor's L. A. Police band completed a year of weekly spots on KFWB and has been renewed.

George Fischer is handling KFWB's remote from Sherry's.

New England

Edward Vanner and Hervey Curry, vocalists, have been awarded 15 minutes twice a week by WDEV, Waterbury, Vt.

Ilene Robbins, who was auditioned by the WGY's, was part in the WGY's 'Three Little School Maids' as left for Schenectady.

The rechristened 'Del, Jack, Ed and Ray' now performing before Saturday audiences on limited quota of 'dances.'

'Clearcut' show moves to new 7 p.m. Thursday spot, starting 13th.

WCSB joins other New England net to broadcast on KXY, not on radio chatter, Saturdays at 7 p.m.

Walter Leavitt's 'Teddy Bears' are shooting for a West Indies cruise.

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Pennsylvania

Billy Hays leaving town for a southern band trip under Mannie Sacks' management.

Vincent Traversi, band now in at the Pennsylvania history, with the Pep Boys shows now emanating from the nitery floor twice weekly.

Ralph Harrison, who has signed with the 'Warrents' at the Ritz, Band gets a CBS wire.

Kate Smith's new trio discovery, the 'Waltons,' have signed with the 'Waltons' and the gals are appearing in Philly at the Arcadia.

Joe Pancoast has left the WFBM to organize band to sign on the same station. Rosa Gross now playing the pipes.

Polish kiddies program on the air is at WRAX, Philly foreign language station, which also carries similar shows for other nationalities. Show m.c'd by Stan Moderaki.

WIP is now carrying the Joe Frassetto band from the local radio station. Stations will begin to pipe shows from the local studios to the ABS web within three weeks.

Vic Diehm, Station Manager of WAZL, Hazleton, was 32 on 7th. Tiny Hamrick, continuing director, hit 34 on the 8th. Ray Hughes closed 29 on the same day. Markle, publicist, closed 28.

With the broadcasting of the F. & M. Gettysburg football game on Thanksgiving, WIP, Lancaster, completed the season in which it followed the team through every game. Bob Posey did the spilling on all the teams.

For the first time since the opening of WAZL, Hazleton, Manager Diehm got a chance to go on the air. He did the spilling on the windup and semi-windup of the season's first fight card in many months.

Emily Weyman, former local warbler, staff pianist at KXY, now at WIP, has been named WIP's new W.D.A.S. singing discovery in Sol Torchin, a newspaper dealer.

Franklin Lamb, WIP vice-president, is the Supphannas Mountaineers; first sustaining, the Tell Sisters.

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Pennsylvania

granted permission to employ additional antenna system.

KGBU of Ketchikan, Alaska, is another station to apply to Washington for increased time on the air.

Donald Wilke, formerly with the commercial department of station KJZZ, has joined the staff of KJZZ, Walla Walla.

Two of the OSC campus bands have broken into big time radio. The 'Warrents' at the Ritz, Band gets a CBS wire.

Kate Smith's new trio discovery, the 'Waltons,' have signed with the 'Waltons' and the gals are appearing in Philly at the Arcadia.

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Iowa

Paul O'Tree has joined the staff of entertainers at WOC, Davenport. B & G Battery and Electric Co. is sponsoring a variety program on WOC, Davenport, two nights weekly, the presentation to go 13 weeks.

WKBK, Dubuque, has signed the Midwest Timmerman Co., Dubuque, for Grunow period of two nights a week.

WOC, Davenport, has opened its new season of 'The Great American Songbook' every Sunday afternoon, three acts splitting an hour and a half for broadcast purposes thus far.

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Pacific Northwest

Carl Glade, managing director of KGW, Portland, has announced the program of the Pioneer Monument erected at Salt Lake.

The second series of broadcasts direct to the public schools which KGW is presenting in co-operation with school authorities started recently.

Old Songs of the Church, new program over KOIN, sponsored by an undertaking establishment, with a guest shepherd.

Dave Drummond, staff writer for KGW, turned up Oregonian on Review.

Bobby Jones was slated to talk over KGW last week but has a cold.

A lot of radio amateurs who live in the KGW vicinity have been

Shuberts and Harry Kaufman May Buy In on New N. Y. French Casino

The Shuberts and Harry Kay (Kaufman) may be in with Jack Shapiro and Harry (Haring) Blumenthal on the renamed Earl Carroll theatre, which becomes the French Casino for its Xmas Day opening with the Cliff Fischer-J. C. Stein revue, 'Folies Bergeres', switching east from the French Casino, Chicago.

Shuberts and Kay want to buy in Shapiro-Blumenthal's end because the originally scheduled \$40,000 reconstruction costs of the Casino have reached \$115,000. Entire bar, counter has been ripped out. It overhanging the orchestra floor too much, and only a narrow balcony retained for a bar, with most of the cabaret-theatre seating capacity confined to the lower floor and the boxes.

Fischer and Stein are bringing in their 'Bergeres' on a guarantee and percentage arrangement, which is geared to yield the attraction around \$15,000 on a \$40,000 gross. Guarantee is around \$7,500, with percentage on everything, including food, liquor, the attraction producers putting up nothing but the show.

Joe Moss of the Hollywood cabaret-restaurant on Broadway and Harry Kannan, a gas station owner who has been wanting to invest in the Broadway theatre operations, were to have come in with the Shuberts and Kay on the venture, but in view of Moss' competitive Hollywood they were eliminated. Their alliance with the Shuberts figures in that a deal is still pending for them to take over the Winter Garden and convert it into one of the cabaret-theatres. Instead, if Shuberts ally, it will eliminate the W. G. as competition for three years, that being a condition of the arrangement. Another element is the program advertising in the Shubert houses.

'Folies Bergeres' just closed at the French Casino, Chi., and is playing a fortnight's engagement at the Palace (RKO), Chicago, prior to opening on Broadway with its original company.

Meantime a new foreign show to succeed the 'Folies' into the French Casino, Chi., arrived last Friday in New York. It's of a Viennese character to augment the Johann Strauss orchestra. Strauss is the third of that family, the sole surviving member of the famous waltzing men. New show numbers 15 people, all rehearsed and produced ahead under Fischer's telephonic and telegraphic direction to his Paris and Vienna agencies. Fischer came in from Chi. to meet the troupe.

John C. Stein, prez of the Music Corp. of America, Fischer's partner in the venture, arrives today (Tuesday) from a European tour. He flies to Chi. immediately to attend the premiere of the new revue tomorrow (Wednesday).

Russell's Colored Ork Will Tour Thru Russia

An offer to tour the Soviet Republic with his colored Old Man River orchestra has been accepted by Louis Russell. Plans are being formulated to ship the music crew abroad to appear in Russia during the summer of 1935. Deal made through the Soviet-American Bureau, located in the Rockefeller Center.

On conclusion of tour in the Soviet, Russell plans an additional tour of Europe touching the principal European capitals.

Campbell to S. A., U. S.

London, Dec. 10. Jimmy Campbell (Campbell-Connelly) sails from here Dec. 29 for Argentine and Chile on C-C business, arriving in Los Angeles Feb. 18, 1935, and in New York Feb. 19. He is to appear in the picture star, who is Mrs. Campbell, accompanies him.

Campbell-Connelly has set 15 filmicals, which will include his production and some of these songs are to be placed in America on Campbell's arrival in the U. S.

ROBBINS-BERLIN PEACE

Compromise Deal on 'Ziegfeld Walk' Song

Hollywood, Dec. 10. Jack Robbins-Irving Berlin, Inc., controversy over Con Conrad-Jack Scholl's 'Ziegfeld Walk' number for William Anthony McGuire's Universal Picture has been compromised by a deal whereby Robbins publishes and pays Berlin, Inc. a royalty. Battle resulted from fact Scholl is a contract writer to Berlin, Inc., while Robbins claims Conrad under contract.

Studio claimed the publishing rights a la Zanuck in 'Folies Bergeres' mixup, and awarded the song to Robbins.

Casino de Parez Suing Rose for 100G Defamation

Casino de Parez, Inc., is suing Billy Rose for \$100,000 damages as result of the latter having notified Loew's and other booking circuits that any booking attempts of the Casino de Parez, utilizing his (Rose's) material would be prosecuted on copyright grounds. The Broadway cabaret-restaurant in suing for the 100G, alleges that Rose damaged their show booking chances.

Rose's reason for enjoining the booking offices was on the ground that his material, costumes and scenery would be utilized, although he had been ousted from the Yermie Stern syndicate as the show producer when Lew Brown succeeded him.

'This comes on the heels of a series of suits which Rose first started against the C. de P. and the Billy Rose Music Hall, Inc. (since renamed the Manhattan Music Hall), New York, for alleged sales of a breach of contract, etc. Corporations put in counterclaims besides sundry other defenses.

3 TUNE PRINTERS SPOT REPS ON WEST COAST

Los Angeles, Dec. 10. New coast reps have been put on by three sheet music publishing houses. Sig Bosley, after several weeks in New York, returned here as rep for Broadway Music Co. Clarence W. Freed, brother of Arthur Freed, song writer, has been given two local assignments. He represents Southern Music Co. and Kornholser & Schuster.

Patron Killed in Omaha Nite Club

Omaha, Dec. 10. Arthur J. Fornia, salesman, was fatally stabbed in a scuffle which occurred Sunday (9) night in Dante's Inferno, nite club recently opened on downtown 13th street.

Fornia had been taken by his brother, Paul, two days after the stabbing. Case did not come to police attention until day after the nite club argument, as doctors who attended did not report it. Fornia at first gave no hint as to where the brawl took place or as to his assailant. Later he flattered out that it all happened over a wink from femme patron of the club.

After questioning, police absolved Jim Farhat, operator, and Harry Mehan, manager of the Inferno.

Lee Back at Crawford

Chicago, Dec. 10. Marvin Lee has rejoined the staff of the former DeSiva, Brown & Henderson, now known as Crawford Musical.

Will handle midwest trade and radio exploitation out of Chicago.

Most Played on Air

To familiarize the rest of the country with the tunes made on the air around New York, the following is the listing of the songs most played on the cross-country networks last week, in relative standing, according to the number of combined plugs on WEAF, WJZ, WABC and WMCA.

Stay Sweet as You Are
Continental
Winter Wonderland
Object of Affection
Earful of Music
Do Tell My Heart
Out in Cold Again
P. S.—I Love You
Invitation to Dance
Dancing with Shadow
Pop Goes Your Heart
Flirtation Walk
Sweetie Pie
Difference Day Made
Follow Secret Heart
Santa's Family in Town
Circle Rhythm
Growing Fonder of You
Take Number 1 to 10
Love Just Around Corner
Rain
Wild Honey
Believe It Beloved
Mr. and Mrs. I Name
Sue Too Often
La Cucaracha
One Note of Love
You're Builder-Upper
Don't Let Brother You

20 NITERIES IN SAN ANTONIO

San Antonio, Dec. 10. This berg's niterly list swelled to 20 with two more toasting in the hat Friday (7). Gay Nineties in old Beethoven hall is featuring a 'Drunkard' company, from the Coast, floor show with singing waiters with Frank Shaw brought from Frisco to m.c., and Mac Rogers' band.

'Omos' Dinner club, formerly swank riding club on outskirts of city, opened with Leonard Keller band. Jack Beckman m.c.'ing floor show featuring Collette Sisters, Dorothy von Aist, Gypsy Byrnes and Enters and Borgia.

REAUVEL AND TOVA DOUBLE

Beauvel and Tova doubling in the Empire Room of the Waldorf-Astoria. Mac Rock, with Henry King's orchestra and at the Central Park Casino with Eddy Duchin's band.

First time a dance team has appeared at these two night spots at the same time.

Chi's Nocturnal Side Roars Again After Slumbering for 10 Years

By Dan Goldberg
(This is the third of a series on the night life in the principal cities of the U. S.)

Chicago, Dec. 10. After a 10-year hibernation, the niterly business of Chicago and the midwest is crawling out of bed and doing—quite a bit of stretching. In 1924 this town was a roaring nite club haven; Joe Lewis was at the Frolics; Sophie Tucker was at the Green Mill; Texas Guinan was on the bar several spots. Kelly's Stables was packing them in. That was 10 years ago.

And today, history is repeating itself, with Joe Lewis at the Royale-Frolics; Sophie Tucker at the Chez Paree; and Kelly's Stables a lively place once more.

Just 10 years ago the North American cafe was a loop dine and dance spot favorite. Last week the basement spot reopened after an eight-year layoff and is now opening into gross as the Red Lion Inn. Ten years ago the Rainbow Gardens was the big place, but it resulted in the sprouting of a number of tiny clubs throughout the city, all playing shows and bands.

Many of these clubs started out in

Publishers Tell Chain Stores Central Distrib. Okay If They'll Pay For It

Turn Down Southern's Status Upping Request

Application made by Southern Music Co. for a boost in rating was turned down at a meeting last week of the publishers' classification committee of the American Society of Composers, Authors & Publishers.

Attitude taken by the committee was that there was nothing to warrant upping the firm's status at this time. Southern Music came in for a classification lift several quarters ago.

CHI SHOWMEN'S BURN AT MCA COMPETITION

Chicago, Dec. 10.

Cafe men and local theatre circuits are in arms over the tactics of the Music Corp. of America in dealing with cafes and shows by going into business itself. This started when J. C. Stein, president of MCA, took over a cafe here, booking in the 'Folies Bergeres', thus becoming competition to the cafes and hotels that he had been selling the same kind of attractions. Hotels and cafes claimed unfairness in opening up as direct competition to them. Theatre circuits felt the same way.

Theatres are now burning over the General Motors stunt which will have name bands throughout the country in sales rooms and booked by MCA and dealers in direct competition with the theatres.

ROBBINS IS U. S. REP FOR 'TRAPEZE' DITTY

Los Angeles, Dec. 10.

Picture companies will have to clear world rights to the revived antiquity, 'Man on the Flying Trapeze', through the Robbins Music Corporation, this company having made a deal to represent B. Feldman & Company of London in this country.

Feldman was recently awarded copyright ownership to the song by an English equity court.

Robbins corporation is represented in Hance by Abe Meyer Synchronizing Service.

Chi's Nocturnal Side Roars Again

again riding the crest of public popularity as the French Casino and turning in weekly grosses of \$25,000 and better.

Many of the old nite club names are gone: Fred Mann, Al Tearney, Jake Adler. But Al Quodach is still here and is coming back into the business after a three-year absence when he reopened the Old Opera Club as the Club Ciro on Jan. 1. Mike Fratell is here with his Chez Paree rating as the top niterly in this territory. Al Roth gets a steady play at the Blackhawk, and Frank Berlin and the Sydneys have nothing to worry about with their College Inn at the Sherman hotel.

No question that Chicago and midwest nite club business has renewed life and vigor. And no question that the repeal of the prohibition amendment is the guiding factor in the rejuvenation of the business, which was considered laid out and ready for burial. Not only has the return of liquor added to the big clubs, but it resulted in the sprouting of a number of tiny clubs throughout the city, all playing shows and bands.

Many of these clubs started out in

Unless the chain stores agree to operate the project themselves, the pop music industry will make no move toward shipping through a central channel as proposed by the syndicates. Representatives of leading publishing firms decided upon this stand at a meeting last week in the offices of the Music Publishers' Protective Association.

Sentiment at the meeting was strongly opposed to entangling the industry in another co-operative project of the Music Dealers' Association. Publishers present also expressed themselves as unwilling to service the chain stores through any of the jobbing organizations now in business.

Among proposals turned down was the offer of Music Sales, Inc., Warner Bros., subsidiary, to permit its shipping facilities to be used by the syndicates. Publishers didn't like this idea for two reasons; one, that Music Sales was part of the WB publishing enterprises, and the other, that Sales had a claim of its own, the Kress stores.

Last week's meeting put itself on record as willing to co-operate with the chain stores to the extent of getting a central shipping bureau started, provided the syndicates agree to assume all expense and management after a brief period. Majority opinion on the track is that the chains will reject this proposition.

Question as to whether drastic steps should be taken to prevent the further dropping away of chain stores accounts for many of the viewpoints at the get-together. Several publishers held that the loss of chain store outlets would not seriously affect business, because the buyer would then turn to the indie retailers as a source of sheet music. Other publishers aired the opinion that in the majority of chain stores the music counter is an important fixture and that as long as there was a demand for the merchandise the syndicates would continue to maintain their song-sheet departments.

MUSIC HALL REMOVES BROWN'S NAME FOR WB

At Warner's request, Lew Brown's name came off the Manhattan Music Hall ads and marquee in connection with the deal to move which Brown staged for the Yermie Stern syndicate. This was because Warner Bros. is financing the Lew Brown regular legit musical, 'The All Stars', which opens Thursday (13) at the Hollywood theatre on Broadway, a block away from the cabaret-theatre. WB feared confusion in the public mind, hence Brown's name was played down in all ads and confined to the programs within the Manhattan.

Brown is to do the new show at the Casino de Parez right after his WB musical gets going. Although there was some mild tiffing with Stern because Brown had been too tied up in Boston with 'Calling All Stars' and the Brown cabaret entertainment at the Manhattan, Stern thought it merited, matter has been adjusted. As soon as the new show is ready to go, Brown will be concerned more with the cabaret revues at the Manhattan and the C. de P.

Joe Lewis, who was once headlined by Jack Cook or Ruth Etting, or both. Yermie Stern wants these names and other talents to succeed the present line-up headed by Milton Brown and the Staro, Chicago for a B&K vaudeville extended stay.

Peggy Taylor meantime has been brought back to the C. de P. show to start when the Staro opens on Broadway. She'll double between both with her adagio trescome.

Carl Fischer has put out a compilation of laments written for Pacific Coast Borax's NBC program, 'Death Valley Days', by Sterling Sillars and the Raynor. It's tagged 'Songs of the Gold Miners'.

Ferdie Grofe opens with Arthur Boran at the Drake hotel, Chicago, Dec. 21.

Sheet Sales Hit 10,000-Day Mark In Xmas Rush

Sheet music business in November received no better than a fair-ly run for its investment up to the final day, when the orders destined for the Christmas trade started piling in. First week of December found some of the new releases selling at the rate of 4,000 to 10,000 copies a day. Seasonal appeal of Pelet's Santa Claus Has Come to Town, particularly, helped turn the trick in a big way. Other newcomers behind the hefty push were 'Stay as Sweet as You Are' (Wittmark), and 'Winter Wonderland' (Donaldson).

Of the blue ribbon six for November, four tunes were from pictures. 'Continental' (Harms) derives from 'Gay Divorce'—'Hot Cha Cha' (Fox) from 'Caravan', 'Pop Goes Your Heart' (Wittmark) from 'Happiness Ahead' and 'One Night of Love' from the film of the same name.

Among the runners up in sales for the preceding month were 'Lost in a Fog' (Robbins), 'Be Still My Heart' (Broadway), 'Sweetie Pie' (Fats Waller), and 'The Hot Chick' (Kornheiser). Another ditty that showed signs with the turn of the month of reaching clock proportions was 'Flirtation Walk' (Wittmark).

Advertising campaign carried on by Decca in the studios and business served to inject a lot of life into the disc counters. Also of help from this source has been the 85c call. Decca wound up November with Guy Lombardo the best bet of the month and Bing Crosby a close second. Jolly Coburn led off Victor's list, while Hal Kemp did top honors for Brunswick.

Chi Six Steady

Chicago, Dec. 10. Business continues on a so-so pace, but yet on even keel as far as sheet music is concerned. Trade is picking up in the studios and, but going along steadily with no sharp rises or declines. No big changes in the blue ribbon list either, with 'Lost in a Fog' taking the expected slide-off and 'Alabama' rising to first place.

Not on the best-seller schedule for November, but certain to be next month, are 'Santa Claus Is Coming', which is rising fast and heralded as the No. 1 song for December, and 'Stay as Sweet as You Are'.

Disc men are feeling much better and trade gives some healthy indications. Of particular interest is the fact that standard tunes are dropping out of the best-seller catalog and novelty tunes are taking their place. Straight pop numbers can be heard at any time on the radio, but the novelty songs are not so easily heard, therefore the shift of records to this type of material.

Coast Brisk

Los Angeles, Dec. 10. Brisk trade ruled in both record and sheet music fields during November. Sheet publishers came through with a couple of genuine hits; Decca hit the field with a bang-up line of its pop priced discs; Columbia, which has been weak for many months, has a number of popular recordings, and October leaders continued in strong demand.

In the Los Angeles and Southern California area, Decca swept into the sheet like a white-hot comet, the local factory branch, topping 7,500 discs on its initial month's turnover. In spite of this avalanche of trade, old lines continued in brisk demand. In the sheet music field 'Object of My Affection' was the big noise, with retailers keeping the wholesalers busy supplying the demand. Leader-topped the field by a wide margin, with 'Stay as Sweet as You Are' running second, and trailing the Berlin hit.

Returning West

Mrs. Jack (Robbie) Robbins, who came east suddenly for some dental work, is rejoining the music publisher in Hollywood for the Xmas holidays, leaving the two Robbins boys in New York.

Robbins' relatives following a bad time spreading the word of the complications in New York, necessitates a prolonged rest at Palm Springs, Calif., over the winter.

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING NOVEMBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'Alabama'	'Alabama'	'Object of Affection'
Song—No. 2	'Continental'	'Love in Bloom'	'Alabama'
Song—No. 3	'Out in Cold Again'	'Rain'	'Love in Bloom'
Song—No. 4	'Hot Cha Cha'	'Lost in Fog'	'Stay Sweet as You Are'
Song—No. 5	'Pop Goes Your Heart'	'Out in Cold Again'	'Continental'
Song—No. 6	'One Nite of Love'	'Continental'	'Santa's Coming to Town'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

	NEW YORK	CHICAGO	LOS ANGELES
BRUNSWICK—No. 1	'Hands', 'Flirtation Walk' (Hal Kemp Orch.)	'Sad Tales' (Duke Ellington Orch.)	'Object of Affection' (Jimmy Oriol Orch.)
BRUNSWICK—No. 2	'Needle in Haystack', 'Continental' (Leo Reisman Orch.)	'Rock and Roll' (Boswell Sisters)	'Night of Love' (Grace Moore)
BRUNSWICK—No. 3	'Night of Love', 'Glibbribin' (Grace Moore)	'Stay as Sweet as You Are' (Jimmy Grier Orch.)	'Be Still My Heart' (Freddie Martin Orch.)
BRUNSWICK—No. 4	'Stay Sweet as You Are', 'Take Number One to Ten' (Jimmy Grier Orch.)	'Breaking Ice' (Louie Pirna Orch.)	'Solitude' (Duke Ellington Orch.)
BRUNSWICK—No. 5	'Water Under the Bridge', 'Must We Say Good Night' (Freddie Martin Orch.)	'Water Under the Bridge' (Freddie Martin Orch.)	'On Observatory Hill' (Ozzie Nelson Orch.)
BRUNSWICK—No. 6	'Stay Sweet as You Are', 'Give Three Cheers for Love' (Lanny Ross)	'Hands' (Hal Kemp Orch.)	'Lost in Fog' (Connie Boswell)
COLUMBIA—No. 1	'Hands', 'Is It Singer or Song' (Lucienne Boyer)	'Hands' (Lucienne Boyer)	'Serenade to Widow' (Reg. Forythe)
COLUMBIA—No. 2	'Object of Affection', 'Mississippi Honeycomb' (Paul Pendarvis Orch.)	'Stay Sweet as You Are' (Little Jack Little)	'Continental' (Lud Gluskin Orch.)
COLUMBIA—No. 3	'Out of Dream', 'Let's Have a Jubilee' (Mills' Blue Rhythm Band)	'Hands' (Lud Gluskin Orch.)	'Happens to Best of Friends' (Benny Goodman Orch.)
COLUMBIA—No. 4	'Say When', 'Love Comes Swinging Along' (Harry Richman)	'Growing Fonder of You' (Ted Weems Orch.)	'Queeracha' (Lud Gluskin Orch.)
COLUMBIA—No. 5	'Continental', 'Queeracha' (Lud Gluskin Orch.)	'Invitation to Dance' (Paul Pendarvis Orch.)	'Moon Glow' (Benny Goodman Orch.)
COLUMBIA—No. 6	'One Little Kiss', 'Growing Fonder of You' (Ted Weems Orch.)	'Tom Boy' (Red Norvo Orch.)	'Talkin to Myself' (Ted Weems Orch.)
DECCA—No. 1	'Alabama' (Guy Lombardo Orch.)	'2 Cigarettes in Dark' (Bing Crosby)	'Alabama' (Guy Lombardo Orch.)
DECCA—No. 2	'2 Cigarettes in Dark' (Bing Crosby)	'Stay Sweet as You Are' (Guy Lombardo Orch.)	'2 Cigarettes in Dark' (Bing Crosby)
DECCA—No. 3	'Very Thought of You' (Bing Crosby)	'Pop Goes Your Heart' (Ted Lewis Orch.)	'Very Thought of You' (Bing Crosby)
DECCA—No. 4	'Love in Bloom' (Guy Lombardo Orch.)	'Lost in Fog' (Dorsey Bros. Orch.)	'Love in Bloom' (Guy Lombardo Orch.)
DECCA—No. 5	'You're a Builder-Upper' (Casa Loma Orch.)	'You're a Builder-Upper' (Casa Loma Orch.)	'You're a Builder-Upper' (Casa Loma Orch.)
DECCA—No. 6	'2 Cigarettes in Dark' (Ted Lewis Orch.)	'June in January' (Bing Crosby)	'2 Cigarettes in Dark' (Ted Lewis Orch.)
VICTOR—No. 1	'Continental', 'Irresistible' (Jolly Coburn Orch.)	'Continental' (Jolly Coburn Orch.)	'Drunkard Song' (Rudy Vallee)
VICTOR—No. 2	'Alabama', 'If I Had Million' (Dick Himber)	'Alabama' (Dick Himber Orch.)	'Alabama' (Dick Himber Orch.)
VICTOR—No. 3	'You're the Top', 'Get a Kick Out of You' (Paul Whiteman Orch.)	'Drunkard Song' (Rudy Vallee Orch.)	'Continental' (Jolly Coburn Orch.)
VICTOR—No. 4	'Wild Honey', 'Once Too Often' (Jan Garber Orch.)	'Porter's Song to Chambermaid' (Fats Waller Orch.)	'Don't Let Bother You' (Fats Waller Orch.)
VICTOR—No. 5	'Drunkard Song', 'Lost in Fog' (Rudy Vallee Orch.)	'College Rhythm' (Jolly Coburn Orch.)	'College Rhythm' (Jolly Coburn Orch.)
VICTOR—No. 6	'How Can You Face Me', 'Sweetie Pie' (Fats Waller Orch.)	'Over My Shoulder' (Ray Noble Orch.)	'Lost in Fog' (Rudy Vallee)

NIGHT CLUB REVIEWS

Manhattan Music Hall

(NEW YORK)

Low Brown is the new entrepreneur at Yermie Stern's cabaret-theatre which has been reclaimed from the Billy Ross sponsorship and renamed the Manhattan Music Hall, with Rose's name dropped along with his revue. Brown, no novice showman, proves the show his first, aware that there's no copyright on talent. Billy Ross had a good entertainment at this spot, but so has Brown.

Five years ago Joe Moss' Hollywood restaurant on Broadway and 48th street marked the end of the so-called Yellow Peril of Broadway—the chowmeiners with the name bands like B. A. Rolfe which packed 'em in at a 55c luncheon and an 85c-41 dinner, giving out tiptop dandaniation and a few acts with the chop suey. They owned Broadway until N.T.G. revues at the Hollywood (nudes, lookers, talent, names, of all) started clicking at no cost.

Last year the Casino de Pares started this cabaret-theatre idea and so significantly impressed itself as the death knell to vaudeville. They may go for vaudeville as a combination with feature pictures, but there's no reason any more for patronizing a straight variety theatre when, for the same price, the audience gets a good table d'hôte, a flock of girls, a show and two dance bands thrown in with it.

Here they are given Al Trahan with Lady Nikona Cameron, who headline a tiptop vaude show which includes Chilton and Thomsen, Carolyn Marsh, Al Siegel's newest find, Milton Watson, 6 Rosebuds (beeftrusters), Nate Eagle's

Gentlemen (six midgets who work opposite the hefty femmes), a line of 24 girls and a dozen showgirl lookers, routinely by Danny Dare with a special production endowed it by Low Brown who, with Harry Akst, wrote the special material. Scenery by Clark Robinson, costumes by Bill Livingston, executed by Veronica, dance bands headed by Leon (Shook) Friedman and Max Fisher, with Lou Forman, former Palace theatre pit maestro, forming the variety acts as he used to do for the Palace stars.

Trahan, toppling, in the comedy line of the bill. Working hard part (Shook) Friedman and Max Fisher, the audience for their enthusiasm, and they go for it in a big way. Just not to make it too serious, Trahan switches back into argot periodically and in that wise has 'em all interested. His pianoforte knockabout, with Miss Cameron as excellent foil, is punchy stuff and (and) it up like a crepes suzettes dessert.

Cardini, suave card manipulator, probably the best on the boards today, is no stranger here. He was at both establishments in the past (including the kindred Casino de Pares around the corner, which is under serious management) and he still gasps 'em with his intricate digital manipulations of the pasteboards. Chilton and Thomsen, a colorful couple, who have been clicks abroad, bring a new sense of Harlem terp vauds to Broadway with their slick but very personable mixed pair, both are equally expert in their legmanias. Carolyn Marsh, Al Siegel's newest, warbling and, in going to go places. She's in the 1934 manner of ultra-

modern hotchais, whipping over Rose's pit orchestra with arrangements in zippy manner. She's a looker besides, young and a bet for pictures.

To take the place of the Small Time Cavalcade, Brown has contrived a neat Amazon-and-midgate routine (six each), with a couple of saucy lines in the parodies. The six Rosebuds are the beeftrusters and Nate Eagle's Gentlemen are the six midgets.

Opener, 'Not Nute But Clean', is the reverse of the title so far as the nudity is concerned; a novelty starter-offer. Finale is a nude tableau, but in between it's legit talent.

'Don't Want to Get Hot' is an opener in reverse-English, Carolyn Marsh's first number, for she gets plenty hotness—'Feel it in My Bones' and 'You Get a Lot of Help When You're in Love' are her other vocal opportunities, handling most of 'em solo with chorus back-up, excepting the last which has Milton Watson opposite.

Watson is another likely looking filmusical bet and could further his chances by a little application in details such as a fresh (not prop) gardenia; a pearl collar-button instead of the glint of the gold that catches the eye; well-shod patent leathers, etc. He has a basically good front and undeniably effective voice.

Same show for dinner and midnight; the 2 a. m. frolic is completely new including a revival of

'Broken Down Bouquet', an old Lew Brown safe floor classic that harks back to the early post-Violated days, when Brown's Melody Box over a west 82d street garage was one of the town's hot spots.

The newswriters are out at the Music Hall because of License Commissioner Moss' technical insistence on a theatre license, on top of the cabaret license, but Clarke, Wheeler and Morgan still dispense old-time ballads in the Barbary Coast saloon in the basement. The Waiting Well remains as a boob-catcher at 25c, a peek for a flash of the nudes. Clark Robinson's morals besides his stage settings are another aesthetic asset. Warren O'Hara is production manager; stage director, Carlton Winkler.

As Old-Favorite, and the new arrival, the J. JAN CARBER and His Orchestra. Heard over the NBC network from the Civic Ballroom in Chicago, Jan always thrills, but even more so this season with: 'From the Edie Cantor "Kiss Me" "WHEN MY SHIP COMES IN" "YOU'RE MY MUSICAL" "AN EARLY "GUS" "GRAY VOICE" "JUST ONE TOO OFTEN" "Ald.

ROBBINS
MUSIC CORPORATION
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OH BETTY! I'D GIVE
WORLDS TO HAVE
 A SKIN LIKE THAT

WHY DON'T YOU REMOVE
 COSMETICS THOROUGHLY
 THE HOLLYWOOD WAY—
 SO THEY WON'T CHOKE YOUR
 PORES—CAUSE COSMETIC SKIN?

It's so foolish to risk Cosmetic Skin.

*You can use cosmetics all you wish
 yet guard against this danger.*

"If only I had soft, really lovely skin!" Often you've heard that wish. Perhaps you've wished it yourself!

Then take steps now to make that wish come true! Guard against Cosmetic Skin—keep your skin lovely—the way Nancy Carroll does.

"I use cosmetics," this charming screen star says. "But thanks to my regular Lux Toilet Soap care I never worry about Cosmetic Skin."

**Cosmetics Harmless if
 removed this way**

Nancy Carroll knows that cosmetics need not harm even delicate skin if you remove them properly. But cos-

metics left in the pores day after day choke them, enlarge them. Then the pores cannot function normally. Dullness, tiny blemishes may result. Signs of Cosmetic Skin!

Foolish to risk this danger! Lux Toilet Soap will guard against it. Its lather is ACTIVE, sinks deep down into the pores, gets out stale make-up—every single trace. Use this gentle care before you put on fresh make-up during the day, ALWAYS before you go to bed at night.

Remember—this is the soap that Nancy Carroll—and 9 out of 10 other lovely screen stars—use to keep skin really beautiful!

Too bad when a girl lets Cosmetic Skin spoil her good looks! To guard against this modern complexion trouble, thousands of girls all over the country are adopting the screen stars' beauty soap—the soap that Nancy

Carroll uses. The rich, ACTIVE lather of Lux Toilet Soap sinks deep down into the pores, removes every last trace of dust, dirt, stale cosmetics. Lux Toilet Soap protects the skin—keeps it soft and smooth.



NRA
 C-10
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